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| Date November 2021 | Version | 1 |
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| Speciality Private Pregnancy Scanning |  | |
| Review Date November 2022 |  | |
| Reviewed Nov 22 – no changes required  Review Date – November 2023 |  | |

Privacy Policy

Baby Grows Scan Clinic takes the privacy of your information very seriously. This policy applies to our use of any and all Data collected by us or provided by you.

We comply with the 8 Principles of the Data Protection Act 2018:

1. Fair & lawful
2. Purposes
3. Adequacy
4. Accuracy
5. Retention
6. Rights
7. Security
8. International transfers

We collect personal Data from you in a number of ways:

* Telephone
* Social Media
* email
* booking form
* consent/disclaimer form
* Ultrasound scan report

The Data consists of:

* Name & Date of Birth
* Address &telephone number
* Estimated Due Date
* Last Menstrual Period
* Date of your positive pregnancy test
* Email address
* GP/Midwife
* The details of your scan (method & findings)
* On some occasions your NHS number may be required (for referral to NHS care provider)
* Certain information relating to your medical and/or obstetric history
* In some situations, measurements, details & images of your ultrasound scan

We will use the information you give us to:

* inform you of any changes or requirements prior to your appointment.
* conduct internal audits
* confirm your consent
* establish your gestation, in order to determine & provide the appropriate scan
* to help us to understand your individual needs and how we can make reasonable adjustments, if required
* refer you to your NHS care provider, when applicable
* contact you when follow up is required

There may be occasions when we will be required to share your personal Data with your NHS care provider or other relevant authorities, your personal Data will not be shared with any other Third parties.

When you arrive for your appointment, you will be provided with information, in relation to us asking for your consent to use any images and/or videos for educational and/or advertising purposes (including our website and social media).

Any still images or videos of your baby in utero (during the scan) will be anonymised. Though if, with your permission, we take a photograph of you and your guests either during or following the scan, they would obviously be personally identifiable.

We will only take photographs (identifiable) with your consent.

We have an obligation to store your data safely and securely, protecting it against access, loss or damage. Paper copies are stored in locked, metal filing cabinets in the clinic. Your data is also stored electronically, in a password protected database.

Your Data will not be stored for longer than is necessary.

We currently store your data for 2 years and then delete it from electronic records and dispose of paper copies using the confidential waste process (shredder).

The information we collect from you, is predominantly to assist us with ensuring that the service we provide to you is a safe one. Our service is in no way intended to replace the ultrasound scans offered to you as part of your NHS maternity care pathway, but rather an additional scan you can purchase. We do not screen for abnormalities, any anomaly incidentally identified will instigate our referral process to your NHS provider. We therefore have no requirement to retain your data for longer than your pregnancy. However, we take our transparent approach seriously and will store your data for 2 years following your scan, in the event you have any questions about your scan/s with us, at a later date.

Under the Data Protection Act 2018, you have rights:

* You can enquire about how your data is being used
* You can request to access your personal data
* You can have incorrect data updated
* You can request to have data erased
* You can stop or restrict the processing of your data
* You can access and reuse your data
* You can object to how your data is processed in certain circumstances

Should you wish to exercise any of these rights, or you are concerned that Baby Grows Scan Clinic has misused your data or not kept it secure, please contact us without delay. We will comply fully with external organisations, should an investigation be required.

This policy should be read in conjunction with The Data Protection Act 1998

If you have any further concerns, please contact the Information Commissioner’s Office (ICO) [www.ico.org.uk](http://www.ico.org.uk)