

Patient Data Privacy Statement

Our medical team will obtain confidential information as part of our care for patients. We keep records about our patient's health, treatment and care they have received from us. The records may be initially written down (manual records) and subsequently held in a secure digital format.

All our staff have a legal duty to keep information about patients safe and confidential within the UK legislation including General Data Protection Regulation (GDPR) and other relevant healthcare regulations within the NHS, such as the Records Management Code of Practice for Health and Social Care 2016.

We will only ever pass on information gathered about our patients if others involved in their care have a genuine need for it. For example, a copy of the patient record is handed over to the receiving hospital so treatment can be continued safely and without delay. In addition, a copy of our patient's care record is held by the East of England Ambulance Service NHS Trust; they are the responsible body for pre-hospital care in the East of England and we respond on their behalf.

Anonymous data may be shared for the purposes of public information, clinical audit or research.

We will not disclose your personal identifiable information to other third parties without your permission unless there are exceptional circumstances, such as when the health or safety of others is at risk or where the law requires information to be passed on.

Anyone who receives information from us also has a legal obligation to keep it confidential.

Your Health Records

At the East Anglian Air Ambulance, we securely retain your health records beyond the minimum periods to facilitate Aftercare support, clinical audit and clinical research.

UK Data Protection legislation allows you to find out what information about you is held on computer and in certain manual records. This is known as "right of subject access". It applies to your health records. You are entitled to receive a copy, but you should also be aware that in certain circumstances your right to see some details in your health records may be limited in your own interest or for other reasons.

Your health records may include:

- Basic details about you, e.g. your address and next of kin;
- Notes and reports about your health and any treatment and care you need, have had or may need;
- Details and records about the treatment and care you are receiving;

- Results of investigations;
- Relevant information from other health professionals, relatives or those who care for you and know you well.
- Follow-up information on your in-hospital care, diagnosis and interventions.

CCTV and Body Worn Cameras

CCTV and body worn cameras are in use at East Anglian Air Ambulance. CCTV footage is captured for the purposes of prevention and detection of crime. Body worn camera footage of patients may be captured in order to protect our staff and for the purposes of incident or criminal investigation. Footage would be provided to the appropriate authorities if required by law. On occasions our EAAA crew are filmed undertaking their work by a TV company, any footage of patients would require their consent prior to public viewing.

Requests for Personal Information

All requests for patient personal information (Subject Access Requests) from EAAA should be made to the East of England Ambulance Service (EEAST). All subject access requests should be submitted to EEAST Subject Access Request Team. Contact them on 0345 6013733 or email SARS@eastamb.nhs.uk, further information can be found here: [EEAST requests-forinformation](#).

As outlined in the Subject Access Code of Practice from the Information Commissioners Office, patients have a right of access to their personal data, such as the record of their care created by us.

Clinical Audit and Service Evaluation

At the East Anglian Air Ambulance our Department of Research, Audit, Innovation, & Development (RAID) led by Dr Kate Lachowycz (Head of Research & Development), undertakes clinical audit as a core component of the provision of care and treatment and improving clinical excellence. We do not require explicit consent from patients to process personal data if the purpose has a legal basis deemed to be in the 'public interest'. This includes learning, service evaluation and planning. For example, we may share information from our health records with NHS organisations or other air ambulances for planning purposes and to carry out clinical audits, service evaluation and research to help improve our service.

In addition, we may receive information about your outcome from NHS organisations (including the acute hospitals and NHS digital). Outcome data allows air ambulances to audit and evaluate our advanced prehospital care in relation to the entire patient pathway e.g., diagnoses and the outcomes of our patients after they have been discharged from our care, allows our clinical staff to learn, and ultimately can lead to improved care for future patients.

We will only share the minimum information that is essential for the purpose. You can record a preference with us to opt out of sharing your information for research or planning purposes. If you have any concerns or would like more information about how we use patient data, or would like to opt-out of data sharing, please contact our Caldicott Guardian (details below) or visit www.nhs.uk/your-nhs-data-matters for further information.

Aftercare Service – Patient Liaison

East Anglian Air Ambulance's Aftercare Team are registered health care professionals, they will review the health records created by the clinical team. This is in order to contact the patient or next of kin for clinical & wellbeing follow-up.

Our Aftercare Team may contact patients / their next of kin for the purpose of follow-up and support. Follow-up information may be entered into the existing secure patient care record, and on our secure Aftercare database.

Patient demographic and outcome information is shared between receiving hospitals and EAAA where we have agreements in place, to facilitate the offer of our Aftercare service.

The Aftercare Team may contact bereaved families by letter or telephone to offer condolences and to provide an opportunity for dialogue between the family and East Anglian Air Ambulance.

Patients / their next of kin will **not** be contacted for promotion or marketing purposes without explicit consent.

Equality & Diversity

We are committed to providing a service which is accessible to everyone and prevents unfair or unlawful discrimination on the grounds of age, disability, gender, gender identity, ethnicity, sexual orientation or religion, faith or belief and promotes the rights of people to be treated with dignity and respect.

For us equality and diversity are fundamental to everything that we do.

Raising Concerns

We want our patients and the people we serve to receive the very best care at all times.

If you feel a mistake or misunderstanding has occurred in the care we have provided, we'd like to hear from you. In this way we can help to resolve your concerns and ensure that we learn from any mistakes.

We hope that we can resolve any concerns or queries you may have informally, however, if you are unhappy with the treatment or service you have received from East Anglian Air Ambulance, or are unhappy with the answers you have received informally, you may wish to make a formal

complaint. We may even suggest that this is the best course of action in order to resolve your particular concern.

East Anglian Air Ambulance complaints procedure and policy explains how we will deal with complaints. This is available on our website: <https://www.eaaa.org.uk/making-a-complaint>
Alternatively, if you would like this policy in print format, please **contact us** or call **03450 669 999**.

If we suspect that we have not operated to our very high standards and an incident has occurred that may have caused harm, we will be open and truthful and follow our Duty of Candour to ensure you are notified in a timely manner. We will carry out a thorough investigation, keeping you informed and learning from lessons, to ensure patient care and safety are paramount and the same mistake is not made again.

Contacts

Medical Director and Caldicott Guardian:

Victor Inyang – victor.inyang@eaaa.org.uk

Senior Information Risk Owner:

Matthew Jones – matthew.jones@eaaa.org.uk

Data Protection Officer:

Sara Taylor – sara.taylor@atalianworld.com

Research & Development Lead

Kate Lachowycz - Kate.Lachowycz@eaaa.org.uk

Head of Aftercare:

Hannah Foreman – hannah.foreman@eaaa.org.uk

East Anglian Air Ambulance,
Helimed House, Hanger 14,
Norwich Airport,
Gambling Close,
Norwich NR6 6EG
Tel: 03450 669 999