

## Heart Health Campaign

**Introduction:** London Bridge Healthcare are conducting a heart health awareness campaign to help you understand whether you have any risk factors that could increase your risk of heart disease.

**Patient Information and Informed Consent:** You are being offered the following tests as part of a heart health campaign:

- Lipid profile and Lipoprotein A - cholesterol
- Haemoglobin A1C - one of the indicators of diabetes
- Apolipoprotein B (ApoB) - used to detect the risk of cardiovascular disease
- Blood Pressure check - high BP is often referred to as the silent killer
- Height, weight and waist measurements

This is accessed by self-referral and is not part of a routine NHS or clinician-directed diagnostic pathway. These tests look at the many contributing factors of heart disease. With lifestyle modifications and professional medical follow-up, these conditions can often be treated which significantly improves one's health and the possibility of heart disease.

**What does the test involve?** Blood pressure measurement, pulse measurement and blood tests. You are required to fast for 8 hours before your blood test. You can drink clear fluids and please take your medication as prescribed.

**What will the results tell me?** It will tell you about your modifiable risk factors that are contributors to heart disease, see below.

**Fixed risk factors:**

- Older age (men over 45, women over 55)
- Gender (men are at higher risk at the same age)
- Family history of heart disease

**Modifiable risk factors:**

- Smoking
- High levels of fat in blood - ie high cholesterol and/or triglycerides
- Amount of regular exercise
- High blood pressure, especially diastolic blood pressure
- High levels of sugar in blood, insulin resistance and diabetes

**Is this research? No.** This test is offered as part of a heart health campaign and is not being conducted as research. The results will be used to provide information to you about your health and will not be used to generate generalisable research findings.

**Do I have to take part?** Taking part in this health screening is voluntary. You have chosen to take part by self-referral, rather than being referred by a healthcare professional. You can choose not to proceed at any time without giving a reason.

If you agree, your data will be handled confidentially as part of the Heart Health campaign process.

## What happens with my data and other personal information?

A description of what will happen to your data and other personal information is provided in the Privacy Notice (see Appendix 1) that you should read and sign to be able to participate in this health campaign.

Like all medical data, the data collected for this health campaign will be treated as highly confidential; and all persons handling your data have a duty to keep your data confidential.

## Appendix 1 - Privacy Notice for Heart Health Campaign Participants

### 1. Purpose of This Document

You are being provided a copy of this privacy notice because you are participating in a health campaign where your data are under the control of the **London Bridge Healthcare ("LBHC" "we" or "us")**. **LBHC** are the Data Controller of the personal data processed related to this health campaign.

This Notice makes you aware of how and why your personal data will be used for the purposes of the health campaign and how long it will usually be retained for. It provides you with certain information that can be provided under applicable privacy laws.

### 2. Details of the Programme

The purpose of this health campaign is to raise public awareness of heart health.

### 3. The Kind of Information We Hold About You

In connection with the campaign, we will collect, store, and use the following data:

- Your name (including name prefix or title)
- A unique identifier or reference number attributed to you, that allows for your information to be processed without identifying you personally
- contact details including email or postal address, phone number(s)
- Information about your health
- Results of health diagnostics/tests, for example blood tests, etc.
- Details of any enquiry or complaint submitted
- CCTV footage from on-site clinic visits, for health, safety and security purposes.

Only authorised staff have access to identifiable data and are bound by professional secrecy and a code of confidentiality to ensure that your personal information is protected.

### 4. How Your Personal Data Is Collected

We collect your personal data from you, or your authorised party, when you register and participate in the campaign.

To effectively meet our safety obligations, we may also need to collect and process certain information relating to adverse event reports (including unexpected medical events) and about the reporter and the affected individual (where different).

## 5. How We Will Use Information About You

Your data will be processed in accordance with the UK General Data Protection Regulation (GDPR) and any applicable country-specific legislation.

For the purposes of the campaign, we will use the personal data we collect about you for the following lawful reasons:

Purpose	Lawful basis (personal data)	Lawful basis (special category data)
<b>Clinical standards and reporting</b>	Complying with legal obligations to which we are subject.	Public interest in the area of public health necessary for maintaining standards relevant to healthcare and medicinal products.
<b>Patient protection</b>	Necessary in any emergency situation in order to protect your vital interests (or the interests of another person).	Necessary in any emergency situation to protect your vital interests (or the interests of another person).
<b>Research and reporting</b>	Legitimate interest in conducting health campaigns and, in certain circumstances, conducting research and clinical analysis.	Public interest for scientific research and/or statistical purposes.

Results of the campaign may be presented at meetings or in publications; however, your identity will never be disclosed.

With your permission, we will share the results of your participation in the health campaign with your GP or other healthcare providers.

### If you do not provide personal data

If you do not provide information when requested, which is necessary for your participation in the campaign, then your participation may be discontinued or delayed. You will be informed of this at the time.

## 6. How We Use Particularly Sensitive Personal Data

As set out in the table above, to the extent we process sensitive data or "special category data" for such purposes, we may process such information for reasons of public interest in the area of public health (such as to ensure a high standard of safety of medicinal products and/or methods) or as necessary for scientific research purposes or statistical purposes where permitted by applicable data protection law and subject always to ensuring suitable measures to safeguard the fundamental rights and interests of patients.

## 7. Automated Decision-Making

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

## 8. Recipients of Your Personal Data

Your medical information (including uncoded personal information) may be reviewed by individuals and/or organisations that act on our behalf, including other healthcare professionals/specialists, monitors, auditors and regulatory agencies that monitor safety and conduct before, during and after the health campaign.

We may disclose your personal data to authorised employees. In some cases, we may provide personal data to third parties including our vendors, partners and service providers (e.g., laboratories, cloud service providers) who perform services on our behalf. These providers often have limited access to your personal data only to the extent necessary to perform these support tasks on our behalf and subject to the same confidentiality and security safeguards as those applied by us

In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

We are responsible and remain liable for the processing of personal data we receive, including where this involves an International Transfer of personal data as described further below.

## 9. Transfer of Personal Data Outside the EEA

Where you are located within the UK and European Economic Area ("EEA"), the personal data that we collect from you may be transferred to, and stored at, a destination outside the UK and EEA for the purposes described above. Your personal data may also be processed by staff operating outside the UK and EEA who work for us or for one of our suppliers who act on our behalf.

Where we transfer such personal data, we will ensure appropriate legal safeguards, such as the European Commission approved standard contractual clauses, and that additional safeguards where required, are in place to protect the privacy and integrity of such personal data.

If you would like more information concerning such safeguards, please contact our Group Data Protection Officer via [DPO@richmondpharmacology.com](mailto:DPO@richmondpharmacology.com).

## 10. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need-to-know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

## 11. How Long Will You Use My Information For?

Personal data processed for the purpose of responding to enquiries and complaints will only be retained for as long as necessary to fulfil the purposes for which it was collected and relevant to the exercise of any rights or in anticipating or seeking to resolve any issues or legal claims.

Personal data relating to the campaign and its outcomes will only be retained for as long as is necessary for the purpose of the campaign. In some cases, these may be subject to legal retention time frames.

For the purposes of the campaign, your clinical data will be retained for at least 25 years after the campaign has been completed.

## 12. Marketing and Communications

LBHC are part of Richmond Pharmacology, an organisation that conducts clinical research and studies independently and on behalf of other pharmaceutical institutes and organisations. Clinical research is a valuable and critically important activity that enables better understanding of individuals health, including specific conditions and diseases, and is vital in the creation and development of new drugs and therapies that benefit many.

If you are interested in learning more about clinical research and how you can participate, please visit [www.trials4us.co.uk](http://www.trials4us.co.uk) for more information and opt-in via the Campaign Registration Form.

## 13. Your Rights in Connection with Personal Data

You have a number of rights afforded to you under data protection laws that relate to the personal data processed by us, as follows:

- **request access** to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it. However, in certain circumstances this right may be restricted where it is deemed that disclosure would not be in the best interests of the participant or the campaign. If this is the case, we will respond to keep you informed.
- **request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **request erasure** of your personal data. This enables you to ask us to delete or remove personal data in certain circumstances. You may also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below). There may be instances where we cannot delete your data due to a legal obligation to retain, or where it may negatively affect the campaign. If this is the case, we will respond to keep you informed.
- **object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. Please be advised that there may be restrictions to this right, but we will keep you informed if this is the case.
- **request the restriction of processing** of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish its accuracy or the reason for processing it. Again, in certain circumstances, it may not be possible to restrict processing where that data is critical to the campaign. If this is the case, we will respond to keep you informed.

If you would like to exercise or discuss the rights as explained above, please contact our Group DPO via [DPO@richmondpharmacology.com](mailto:DPO@richmondpharmacology.com)

## 14. Complaints

We will always endeavor to respond and resolve any concerns or complaints that you may have, however, if you are not satisfied with the way that your personal data have been processed, or how we have responded to your queries or requests, you have the right to contact the UK Information Commissioners Office via <https://ico.org.uk> or any other European Union (EU) member state Supervisory Authority.

## 15. Further Information

If you require any further clarification regarding this privacy notice, please contact us via [DPO@richmondpharmacology.com](mailto:DPO@richmondpharmacology.com)