

# Privacy Policy

## Who are we?

We are LetterAssist Limited. We provide software to enable health and social care teams to manage their clinical documents they receive. Our company details and our registration is as follows with the UK's Data Protection Regulator (ICO: ZB726227).

This page tells you what we do. Please see the following groups below to see how we use data about you:

- Health and Care Professionals
- Patients
- Prospective buyers from healthcare organisations/third parties
- User/Market Research Participants
- Job Applicants and Prospects

This notice may change periodically.

## Roles

### Health and Care Professionals

LetterAssist is a software provider for healthcare organisations, mainly GP surgeries. If you're a member of staff here that uses LetterAssist, we receive information about you in three ways:

1. LetterAssist account registration - when you sign up, or are signed up for, a LetterAssist account
2. ongoing use of the LetterAssist platform
3. if you contact us directly, for example through phone or email

### LetterAssist registration

Upon creating an LetterAssist account using our sign up page, we may collect the following information about you and link this to a unique identifier in our system:

- Name
- NHS Email
- Telephone number
- Job role
- Professional number if applicable

### Ongoing use for your work in a healthcare organisation

We provide software products to healthcare organisations. These healthcare organisations are responsible for how your information is used in our platform - in legal language, they are the "Data Controller". They provide us with information and instruct us how to use it. This means we're acting as a "Data Processor". When your registration (above) is linked to an organisation, we link the data to other information about you, provided by yourself or your organisation, including your job role, and actions you've taken in the LetterAssist software. We have a very clear agreement with your healthcare provider that sets out what we do with the data, and how we keep it safe. We also passively monitor use of our platform to ensure we remain compliant with the agreements in place with our healthcare providers, and our acceptable use policy.

## Email, social media or telephone engagement with us as an actual or prospective LetterAssist user

When you contact us we may collect the following information about you:

- Name
- Email
- Telephone number
- Social media handles
- Anything else you share with us in our engagement

## Patients

LetterAssist is a software provider for healthcare organisations like your GP practice or local hospital. If you're a patient, we receive information about you in two ways:

- Via healthcare organisations who use LetterAssist software
- If you contact us directly, for example through our email or chat platform

See below for more details.

### Via healthcare organisations who use LetterAssist software

We provide software products to healthcare organisations involved in your care. These healthcare organisations are responsible for how your information is used - in legal language, they are the "Data Controller". When they want to use our software to analyse your clinical documents, they provide us with these documents and instruct us how to use it. Our software encrypts data in order to keep it safe, any documents going through our system will be encrypted in transit and if sitting on our servers will be encrypted at rest.

LetterAssist will also be able to message you on the request of your GP surgery. Again, your GP surgery provides us with the relevant information and instruct us how to use it. Again, they are responsible for how your information is used - in legal language, they are the "Data Controller"

Overall, this means we're acting as a "Data Processor" and this falls outside the scope of a Privacy Policy. We have a very clear agreement with your healthcare provider that sets out what we do with the data, and how we keep it safe. You can read the full agreement on our website.

To be completely transparent, we may extract clinical information from your letters for research and development purposes, however if we do this no information will be traceable to an individual.

### Via direct correspondence with you

If we correspond with you directly, we'll collect information about you. The exact information we collect about you will depend on the way you contact us.

#### By email or social media

- Name
- Email
- Telephone number
- Social media handles
- Anything else you share with us over the correspondence

## Prospective buyers from healthcare organisations

If you work for a commissioner in the NHS or someone who buys software for healthcare providers.

When we speak to you about prospective deals for our software services, we will collect the following information about you:

- Name
- Age
- Email
- Content of email communications with you and metadata (including delivery status)
- Any additional information you provide to us through our communications with you

## User/Market Research Participants

We try to build software that our users love. To achieve this, we spend a lot of time speaking to healthcare professionals and to patients to understand their needs and what they're looking for. We may conduct this research to improve existing products or inform the development of new products.

When you participate in our research, we will collect the following information about you:

- Name
- Age
- Email
- Any additional information you provide to us through surveys, interviews or other communications with us

In some circumstances we carefully anonymise your personal data so that it can no longer be associated with you and we may use this anonymised information indefinitely without notifying you. We use this anonymised information to analyse our system.

## Job Applicants and Prospects

When you've signed up for information about events and job opportunities or

If you sign up for hiring events or opportunities updates, we gather information:

- Name
- Email address
- Any other information, for example about roles that you are interested in, that you may provide when you sign up

## When you apply for a role with us:

If you apply for a role at LetterAssist, we will collect the following information about you:

- Name
- Telephone number
- Email address
- Employment history and other data in your CV or otherwise submitted to us
- Assessments completed by you as part of the application process
- Feedback about you from our staff and your referees

## Email or social media contact

If you contact us over email or social media about a job application, we will also collect the following information about you:

- Name
- Email
- Telephone number
- Login information
- Time-zone setting
- Browser plug-in types and versions

- Operating system
- Platform
- IP addresses
- MAC addresses and social media handles

We retain information about you as a prospective employee for a maximum of 24 months, so we can use it to improve our hiring process, or to inform you of other opportunities.

If we reach out to you via social media about a job opportunity we think you are a good match for, we will collect your name and social media URL, and will retain this information for up to 24 months. This is to help us build a prospective candidate list that we can contact for any new opportunities and track how well our recruitment processes are working. We use your data in this way as it's in our legitimate interest to find great people to work for us, and to improve our hiring practices.

## General Questions

### How do we collect information?

We may collect information about you from a variety of sources:

- Email, telephone, social media and in-person interactions we have with you
- From other organisations within the health system
- Cookies on our website and pixels in our emails
- Publicly accessible sources including your employer's website or your social media profile

### How long do we retain your personal data?

Type of Data	Retention Period
Health Care and Professional	As long as necessary for the purpose of selling or providing our service, subject to your rights.
Communications from patients who contact us directly	For up to 24 months after any direct contact with us.
Prospective buyers	Up to 48 months after last contact with your organisation.
User/Market Research Participants	For up to 48 months after research has been concluded, unless otherwise stated in the project's information and consent material.
Job Applicants and prospects	For prospects, we will retain your information for up to 24 months. For job applicants, we retain your application information for up to 24 months after any hiring process you are directly involved in has been completed.

Our data retention periods for different groups are set out below. If you have questions about any categories of data not provided below, please contact us.

## Which third parties are involved in processing your data?

The parties we may share different groups' data with are set out below. If you have questions beyond this, please contact us.

Group	Parties your information may be shared with
Health Care and Professional	We have contractual agreements in place with hospitals and GP practices, which govern and protect the data about you when you use our software. If you contact us directly, your data may be securely stored in the software service providers of our data storage, email, office, live chat support, and social media systems. We may share your data with regulators, authorities and enforcement agencies if we're under a duty to comply with any legal obligation or enforce our terms and conditions.
Patients	We have contractual agreements in place with hospitals and GP practices, which protect your data when they work with you. If you contact us directly, your data may be securely stored in the software service providers of our email, office, and live chat support systems. We may also share your data with regulators, authorities and enforcement agencies if we're under a duty to comply with any legal obligation or enforce our terms and conditions.
Prospective buyers from healthcare organisations	Your data may be stored by our email, CRM software, and storage providers.
User/Market Research Participants	Your data may be stored by our email, productivity, design, communication and storage providers.
Job Applicants and prospects	Your data may be stored in our recruitment platform provider well as in our email, productivity, design, communication and storage providers.

## What rights do you have under data protection laws?

You have various rights under data protection law in relation to the data that we control about you. Please note that if you are a patient or a member of staff in an organisation that uses LetterAssist, you should contact the organisation concerned (the data controller) to understand your rights and exercise any that you have. If you wish to exercise any of these rights or have any questions, please contact us.

- Access: You can request access to and obtain a copy of your personal data
- Rectification: You can correct incomplete or inaccurate data we hold about you
- Erasure: You can ask to erase personal data we hold about you
- Restrict: You can ask us to restrict how we handle your personal data
- Portability: You can ask us to transfer your personal data to a third party

- Object: you can object to how we're using your personal data

You also have the right to lodge a complaint with us or the Information Commissioner's Office (ICO), the supervisory authority for data protection issues in England and Wales.