**Florence Privacy Notice**

General information about how NHS Highland handles your health information can be found at: [www.nhshighland.scot.nhs.uk/Pages/YourRights.aspx](http://www.nhshighland.scot.nhs.uk/Pages/YourRights.aspx) . This leaflet relates specifically to the Florence automated text messaging service.

**What is Florence?**

* Florence is a simple, interactive, automated service which uses mobile phone text messages (SMS), often called “Flo” for short
* NHS Highland is using Flo to help people with a wide range of conditions and in a wide range of circumstances

**What kind of personal information does Florence use?**

* The information used by Flo will depend on why you are using it.
* Personal information that Flo requires to hold for everyone:
  + - Who you are and how to contact you (name, mobile telephone number)
* Additional information that Flo may hold:
  + - Community Health Index (CHI) number
    - Information about your health – depending on why you are using Florence, this may include:
      * Clinical readings such as your blood pressure (BP), weight, blood sugar level or SATS
      * Responses you provide to symptom and lifestyle questions such as questions about your mood, pain levels or activity levels
      * Your requests for further information on topics to be sent to you and the responses provided by Florence and/or your clinician
* This type of information is only collected when it is needed or is provided by you during the operation of Flo.

**Why does Florence use personal information?**

* To enable Florence to work, the system must store your name and mobile telephone number.

**What is the legal basis for Florence using personal health information?**

* The legal basis for processing this data is that the data is necessary for the provision of Health and Social Care Services to you.
* Further information about the specific legal basis can be found at: [www.nhshighland.scot.nhs.uk/Pages/YourRights.aspx](http://www.nhshighland.scot.nhs.uk/Pages/YourRights.aspx)

**Who provides the personal information to Florence?**

* The personal information entered into the system will be provided by you and entered by your health or care professional or a member of their team.
* If the CHI number is entered this will be provided from your NHS records.

**How long does Florence store personal information?**

* If there is no text message communication between yourself and Florence for 5 years then all your personal data held within Florence will be deleted.
* Relevant information on Flo may be transferred to your medical record by healthcare professionals in line with the NHS record keeping code of practice.
* The transferred information in the medical record may therefore be kept for longer.

**Is personal information shared with anyone or transferred outwith the UK?**

* The information you provide may be shared with staff who are involved in providing your care.
* Florence admin staff, within NHS Highland also have access to your Florence records
* If you have used Flo before or are currently using Flo with another service, the staff from both services will be able to see all your information within Flo
* If you use Flo within the UK your data will only be processed in the UK, however if you travel abroad your data may be processed in countries where privacy protection levels are less rigorous than the UK.

**Is personal information used for any other purposes such as automated decision-making or profiling?**

* Florence may customise the response sent to you when you send in readings, depending on the reading you have sent in
* If you feel Flo's advice will have an adverse effect on you or appears to go against healthcare advice you have previously been given, you should not follow it and contact a health or social care professional to discuss your concerns.

**How does Flo protect personal health information?**

* Flo complies with the recommended security standards.
* Your data is encrypted within the system

**Your rights**

* You have the right to request to access, modify or delete the health information that Flo holds

**Who is the data controller?**

* NHS Highland and your GP practice are joint data controllers for Florence

**Who to contact for more information**

* In the first instance, contact NHS Highland’s Technology Enabled Care (TEC) team on [high-uhb.florence@nhs.net](mailto:high-uhb.florence@nhs.net) or 01463 255915
* You can contact NHS Highland’s Data Protection Officer on

[high-uhb.dpohighland@nhs.net](mailto:high-uhb.dpohighland@nhs.net) or 01463 717123