

Privacy Policy

We are committed to protecting your privacy and ensuring that your personal information is handled securely, fairly, and transparently. This Privacy Policy explains how we collect, use, store, and safeguard your personal data when you use our ultrasound services, contact us, or visit our website.

We comply with all applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, as well as relevant professional standards relating to patient confidentiality. Your personal data will be processed only where necessary to provide safe, effective, and high-quality healthcare services, fulfil our legal and regulatory obligations, and manage our business operations. We retain personal information only for as long as required by applicable legal, clinical, and regulatory requirements. Further information about our data processing practices is available upon request.

Please read this Privacy Policy carefully before using our website or contacting us. This Privacy Policy, together with our Terms and Conditions, explains how we collect, use, disclose, store, and protect your personal data, as well as the rights you have in relation to the information we hold about you.

What information we collect

On every engagement with First Glance Diagnostic Ultrasound Limited we collect information about you, including when you book an appointment through our website, contact us by telephone or email, or attend one of our clinics.

In order to provide you with safe, effective, and high-quality healthcare services, we are required to collect and process certain personal information. Depending on the services you receive, this may include:

- Personal details, including your full name, date of birth, address, email address, and telephone number.

- Relevant medical information, including your current and previous medical history, symptoms, medications, and other health-related information necessary for your care.
- Details of ultrasound examinations, treatments, or services we have provided or recommend, together with any associated fees or charges.
- Ultrasound scan reports, discussions, or incidents where it is necessary to maintain an accurate record of your care.
- Records of your consent for examinations, treatments, or the sharing of your information where required.
- Correspondence and information exchanged with your GP, consultant, midwife, or other healthcare professionals involved in your care, where appropriate and with the necessary legal basis.

How we collect your personal information

Information is obtained in various ways, these may include, but are not limited to: Booking forms, online enquiries, telephone bookings, face to face bookings, during appointments, referrals and through our website.

Why we collect your personal information

We use your personal information only where it is necessary to provide safe, effective, and high-quality healthcare services. The purposes for which we process your personal data include:

- Providing ultrasound examinations and related healthcare services.
- Producing, storing, and issuing ultrasound reports and diagnostic findings.
- Managing appointments, bookings, cancellations, and patient communications.
- Contacting you regarding your appointments, results, follow-up care, or any changes to our services.
- Processing payments, issuing invoices, and maintaining accurate financial records.
- Maintaining accurate clinical records to support your ongoing care and ensure continuity of treatment.
- Communicating, where appropriate, with your General Practitioner (GP), consultant, midwife, or other healthcare professionals involved in your care.

- Complying with our legal, professional, regulatory, and clinical obligations, including record-keeping, safeguarding, audit, and quality assurance requirements.
- Monitoring, reviewing, and improving the quality, safety, and effectiveness of our services and patient experience.
- Responding to enquiries and providing information about the services we offer.

Where consent is the appropriate legal basis for processing your personal information, we will obtain your explicit consent and record it within your clinical records. You have the right to withdraw your consent at any time where consent is the lawful basis for processing, without affecting the lawfulness of any processing carried out before its withdrawal.

We do not use your personal information for direct marketing purposes unless you have expressly consented to receive such communications.

Your personal information will be retained only for as long as necessary to fulfil the purposes for which it was collected and in accordance with applicable UK data protection legislation, the Data Protection Act 2018, the UK General Data Protection Regulation (UK GDPR), and any relevant legal, clinical, and regulatory record retention requirements.

Sharing your personal Information

We treat all personal and medical information as strictly confidential and will only share your personal data where there is a lawful basis to do so. We will only disclose the minimum amount of information necessary for the relevant purpose and in accordance with applicable UK data protection legislation and professional standards of confidentiality.

Your personal information may be shared with the following organisations or individuals where appropriate:

- Referring healthcare professionals, including your General Practitioner (GP), consultant, midwife, or other healthcare professionals involved in your care.

- Hospitals, clinics, or diagnostic laboratories where this is necessary to support your diagnosis, treatment, or ongoing care.
- Secure third-party IT service providers who support our clinical systems, appointment booking systems, electronic patient records, website hosting, cloud storage, and data security.
- Payment processing providers to facilitate the secure processing of payments for our services.
- Our accountants, auditors, and other professional advisers where access to personal information is necessary to meet our financial, legal, or regulatory obligations.
- Regulatory bodies, insurers, or professional organisations where disclosure is required or permitted by law, including for inspection, audit, complaints handling, or the investigation of professional standards.
- Courts, law enforcement agencies, government authorities, or other public bodies where we are legally required or authorised to disclose information, including in response to a court order, statutory requirement, or to prevent or detect crime.

Where appropriate, and unless otherwise permitted or required by law, we will obtain your consent before sharing your information with other healthcare professionals involved in your care. In certain circumstances, however, we may process or disclose your personal information without your consent where this is necessary to provide healthcare, comply with a legal obligation, protect your vital interests or those of another person, fulfil safeguarding responsibilities, or meet other lawful requirements under UK data protection legislation.

Whenever we share your personal information, we ensure that appropriate technical, organisational, and contractual safeguards are in place to protect its confidentiality, integrity, and security. Any third-party processing personal data on our behalf is required to comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and all applicable standards relating to patient confidentiality and information security.

[How we protect your personal information](#)

We are committed to protecting the security and confidentiality of your personal information. We have implemented appropriate technical and organisational measures to safeguard the personal data we collect against unauthorised access, loss, misuse, alteration, or disclosure.

These measures include the use of encrypted systems and secure data transmission technologies, password-protected clinical and administrative systems, secure electronic storage, and, where applicable, locked physical storage for paper records. Access to personal information is restricted to authorised members of staff who require it to perform their duties, and appropriate access controls are in place to ensure that information is only available on a need-to-know basis.

All members of our team are subject to confidentiality obligations and receive appropriate training in data protection and information governance. We also require any third-party service providers who process personal information on our behalf to implement appropriate security measures and comply with applicable UK data protection legislation.

Our website uses Secure Sockets Layer (SSL) encryption to help protect information transmitted between your browser and our website. In addition, we regularly review and update our security policies, systems, and procedures to ensure that your personal information remains protected against evolving security threats and continues to be handled in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and recognised standards of information security.

Patient rights

Under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, you have a number of rights in relation to your personal information. These rights are not absolute and may be subject to certain legal or clinical exemptions, particularly where we are required to retain information to comply with healthcare, legal, or regulatory obligations.

Subject to the applicable legislation, you have the right to:

- Request access to the personal information we hold about you and obtain a copy of your records.

- Request the correction of any inaccurate or incomplete personal information to ensure your records remain accurate and up to date.
- Request the erasure of your personal information in certain circumstances where we are no longer required to retain it. This right does not apply where we have a legal or regulatory obligation to keep your records.
- Request the restriction of processing of your personal information in certain circumstances, for example while the accuracy of your information is being verified.
- Object to the processing of your personal information where we are relying on legitimate interests as the lawful basis for processing, unless we can demonstrate compelling legitimate grounds or are required by law to continue processing.
- Request the transfer of your personal information to yourself or another organisation, where technically feasible and where the right to data portability applies.
- Withdraw your consent at any time where we rely on your consent as the lawful basis for processing your personal information. Withdrawing your consent will not affect the lawfulness of any processing carried out before your consent was withdrawn.

If you wish to exercise any of these rights or have any questions about how we process your personal information, please contact us using the details provided in this Privacy Policy. We will respond to your request in accordance with the requirements of UK data protection legislation and, where applicable, within the statutory timeframes.

Cookies and website tracking

Our website uses cookies and similar technologies to improve your browsing experience, ensure the website functions correctly, and help us understand how visitors use our website.

Cookies are small text files that are placed on your computer, tablet, or mobile device when you visit a website. They allow the website to recognise your device, remember your preferences, and collect information about how the website is used.

The cookies we use may include:

- Essential cookies – These are necessary for the operation, security, and functionality of our website. They enable core features such as page navigation, appointment booking, and secure access to certain areas of the website. These cookies cannot be disabled through our website.
- Analytics cookies – With your consent, we may use analytics cookies to collect anonymous information about how visitors use our website, such as which pages are visited most frequently, how visitors navigate the site, and whether any errors occur. This information helps us monitor website performance and improve the quality and usability of our online services.
- Marketing cookies – We do not currently use marketing or advertising cookies to track your online activity or deliver personalised advertisements.

When you first visit our website, you will be asked to choose your cookie preferences through our cookie banner. You can accept or reject non-essential cookies and change your preferences at any time by using our cookie settings, where available.

Most web browsers also allow you to manage, block, or delete cookies through your browser settings. Please note that disabling certain cookies may affect the functionality and performance of our website, and some features may not operate as intended.

For further information about cookies and how to manage them, please visit the Information Commissioner's Office (ICO) guidance or independent resources such as www.aboutcookies.org or www.allaboutcookies.org.

Complaints

If you have any questions, concerns, or complaints about how we collect, use, or protect your personal information, we encourage you to contact us in the first instance. We are committed to investigating all concerns promptly, fairly, and in accordance with our Complaints Policy and applicable data protection legislation. We will make every reasonable effort to resolve your concerns as quickly as possible.

If, after contacting us, you remain dissatisfied with how we have handled your personal information or believe that your data protection rights have been infringed, you have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's

independent authority responsible for upholding information rights and data protection law.

Our contact details can be found at the end of this Privacy Policy.

Changes to our Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, legal or regulatory requirements, or the way we process personal information. Any changes will be published on our website, and the revised version will take effect from the date of publication. We encourage you to review this Privacy Policy periodically to ensure you remain informed about how we protect and process your personal information.

We are committed to complying with all applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, as well as relevant professional standards governing patient confidentiality and information security.

CCTV

For the safety and security of our patients, visitors, staff, and premises, First Glance Diagnostic Ultrasound Limited operates a Closed-Circuit Television (CCTV) system in selected areas of our clinic. CCTV is used for the purposes of crime prevention and detection, safeguarding individuals, protecting property, and assisting in the investigation of incidents where necessary.

CCTV cameras are positioned in public and communal areas only and are not installed in the ultrasound examination rooms, toilet facilities, or any area where patients would reasonably expect complete privacy.

Images recorded by our CCTV system are stored securely, with access restricted to authorised personnel who require it for legitimate business or legal purposes. CCTV footage will only be viewed or disclosed where necessary, including to law enforcement agencies, insurers, legal advisers, or other authorised bodies where required or permitted by law.

CCTV recordings are retained only for as long as necessary to fulfil the purposes for which they were collected, after which they are securely deleted or overwritten, unless they are required as evidence in connection with an investigation or legal proceedings.

The processing of CCTV images is carried out in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Information Commissioner's Office (ICO) guidance on the use of surveillance systems.

Our information

If you have any data protection concerns, please contact us at enquiries@firstglance.uk or alternatively, write to us at:

Data Protection Officer

First Glance Diagnostic Ultrasound Limited

22-24 Queen Street,

Great Harwood,

Blackburn,

BB6 7QQ.