



Panacea privacy policy

Introduction

At Panacea we understand the importance of protecting your information. This Privacy Notice provides details about what information Panacea and the Medical Practitioners responsible for your care may collect from you and how it may be used including:

- providing you with a detailed overview of how we will gather, manage & use your data
- how we will comply with the law
- your rights and preferences around marketing material
- your rights regarding your personal information, and how to exercise them including how to access your medical information, objecting to us using your information in particular ways and requesting us to update inaccurate information which is inaccurate.

About us

In this Privacy Notice we use "**we**" or "**us**" or "**our**" or "**Panacea**" to refer to Stereopsis Limited, trading as Panacea. Stereopsis Ltd is a company registered in England. Our company number is 03959025 and our registered company address is 32 West Parade, Worthing BN11 5EF.

How to contact us

The Data Protection Officer ("**DPO**") is responsible for data protection compliance and overseas Panacea's compliance with data protection law.

The DPO can be contacted by:

- Telephone: 01903 234 647
- Email: info@panaceamc.co.uk specifying Data Protection Officer, or DPO as the subject
- Post: Data Protection Officer, Panacea Healthcare, 7A Shelley Road, Worthing, BN11 1TT

If you have any questions about this Privacy Notice or our data protection procedures please contact the DPO using the details above.

Your personal data and Medical Practitioners

As a patient of Panacea, your treatment may be provided by a Medical Practitioner. The Medical Practitioners make decisions about what information is collected about you, and may maintain their own set of medical records in relation to the treatment that they provide. They are a Data Controller in respect of your personal information which they hold.

Medical Practitioners who work with Panacea (including their medical secretaries) are expected to handle your personal data in accordance with data protection law, professional guidance and the principles set out within this Privacy Notice. This means that whenever they use your personal data, they will only do so as set out in this Privacy Notice.

Medical Practitioners who work with Panacea (including their medical secretaries) may process your personal information at a non-Panacea site (medical or non-medical).

If you have any concerns about the way your Medical Practitioner has handled your personal information or if you want to find out more about the arrangements between Panacea and Medical Practitioners for handling your information please let us know by contacting our DPO.

What personal information do we collect and how?

We may collect different information depending on whether or not you are an existing patient of Panacea.

We may collect “special categories of personal data” relating to your physical and mental health. For example, if you are a patient we will need to use information about your health in order to treat you.

If you provide personal information about other individuals to us you should inform the individual about the contents of this Privacy Notice.

In addition, if you amend data which we already hold about you (for instance by amending a pre-populated form) then we will update our records accordingly however our systems may continue to store relevant historical data.

Personal information

The personal information Panacea may gather and hold about our patients may include the following:

- Name
- Contact details, for example address, email address and telephone numbers
- Financial information, such as credit card details used to pay us
- Occupation
- Emergency contact details, including next of kin
- Background referral details
- Personal Information listed in Medical records derived from Panacea or other external medical practitioners

Special Categories of Personal Data

As a patient of Panacea, we will hold information relating to your medical treatment that it must be handled with even more sensitively. This type of personal information is known as a ‘special category of personal data’ under the law. The special categories of personal information we hold about you may include the following:

- Details of your current or former physical or mental health. It may include information about any healthcare you have received or need, clinic and hospital visits and medicines administered. They may include information from Panacea or other external healthcare providers such as GPs, dentists or hospitals (private and/or NHS)).
- Details of services you have received from us
- Details of your nationality, race and/or ethnicity
- Details of your religion
- Details of any genetic data or biometric data relating to you
- Data concerning your sex life and/or sexual orientation

Panacea complies with UK data protection law, including the EU General Data Protection Regulation (**GDPR**), the Data Protection Act 2018, and all applicable medical confidentiality guidelines issued by professional bodies including, but not limited to, the General Medical Council and the Nursing and Midwifery Council.

How do we collect your information?

We may collect personal information both directly and indirectly as follows:

Directly from you

Information may be collected directly from you when:

- When entering into a contract with Panacea for the provision of healthcare services
- When you use Panacea’s services
- By completing online forms or submitting queries on our website
- When you communicate with us by letter, email, telephone or social media, including where you reference Panacea in a public social media post or third party website
- You take part in our marketing activities

From other healthcare organisations

In order to provide you with the best treatment possible we may have to collect personal information about you from other healthcare organisations. These may include:

- GPs
- Dentists
- Other hospitals, both NHS and private
- Mental health providers
- Commissioners of healthcare services
- Medical Practitioners (including their medical secretaries)
- Medical records from the NHS or any private healthcare organisation

Medical records include information about your diagnosis, clinic and hospital visits and medicines administered.

From third parties

Depending on your circumstances we may also need to collect information about you from third parties including:

- Your insurance policy provider
- Your current or former employer, health professional or other treatment or benefit provider
- Your family
- NHS health service bodies about services you have received or are receiving from us
- Other service providers & experts about services you have received or are receiving from us
- Credit reference agencies
- Debt collection agencies
- Government agencies, including the Ministry of Defence, the Home Office and HMRC

How will we communicate with you?

We are likely to communicate by telephone, SMS, email, and/or post. When contacting you via a landline or mobile telephone number that you have provided we may leave a voice message on your voicemail and/or answering service as appropriate.

Specific types of communication:

- If we need to update or remind you about matters pertaining to your care such as basic administration, arranging appointments and reminders we may communicate by unencrypted email or SMS. We will only do so if you have allowed us to do so in the contact preferences of the patient registration form and will only use the email address that you have provided.
- If we need to provide you with medical information (including test results and other clinical updates) and/or invoicing information by email we will do so via encrypted email. We will only do so if you have allowed us to do so in the contact preferences of the patient registration form. We will only use the email address that you have provided and may contact you separately to confirm your details and receipt.
- If we have your mobile number or your email address we may use this method of communication to contact you regarding patient surveys which are for the purpose of improving our service or monitoring outcomes and are not a form of marketing.

Please note that although providing your mobile number, your email address and stating a preference to be communicated by a particular method will be taken as an affirmative confirmation that you are happy for us to contact you in that manner, we are not relying on your consent to process your personal data in order to correspond with you about your treatment. As set out further below, processing your personal data for those purposes is justified on the basis that it is necessary to provide you with healthcare services

Surveys

As detailed above, we may contact you to ask you to participate in surveys regarding your treatment with Panacea. The surveys will be given to you after your treatment but may also be sent by post, email or SMS. This is not a form of marketing because surveys do not try to sell you any further products or services. They are intended to gather information pertaining to your experience of Panacea, for the purposes of improving the quality and safety our care and to help us meet regulatory feedback requirements. It is necessary for us to process your personal data in order to contact you with these surveys, on the basis of our appropriate business needs and to improve the quality of the healthcare services we offer (as set out under purpose 8 below). You do not have to complete the surveys if you don't want to and you will have the option to unsubscribe from receiving further survey invitations. You may also be given the opportunity to proactively opt into receiving a call back to further discuss your survey responses. These are all matters entirely for you.

You might also be asked to participate in on-line surveys which aim to monitor the outcomes of your treatment. Again these surveys are not a form of marketing. For NHS patients this is called PROM's, and the results may be shared with NHS England. For private patients the results may be shared with PHIN. An initial invitation asking you to participate may be given to you by post, SMS, email or in person before your treatment takes place. If you complete PHIN or PROM's surveys you may also receive subsequent surveys following your treatment to help establish the benefit gained from treatment.

What is my personal information used for?

We may use ('process') your information for a number of different purposes and we need to have a legal justification every time we do so. When the information is a "special category of personal data", we must have a specific additional legal justification in order to use it as proposed.

To make matters clear we have highlighted some of our normal legal justifications for processing your personal information:

- So that you can enter into a contract with Panacea and/or Medical Practitioner to receive healthcare services from us.
- For the purposes of providing you with healthcare pursuant to a contract between you and Panacea and/or Medical Practitioner. We will rely on this for activities such as supporting your medical treatment or care and other benefits, supporting your doctor, nurse, carer or other healthcare professional and providing other services to you.
- We have an appropriate business need to process your personal information and such business need does not cause harm to you. We will rely on this for activities such as quality assurance, maintaining our business records, developing and improving our products and services and monitoring outcomes.
- We have a legal or regulatory obligation to use such personal information.
- We need to use such personal information to establish, exercise or defend our legal rights.
- You have provided your consent to our use of your personal information.

Note that failure to provide your information further to a contractual requirement with us or a Medical Practitioner may mean that we are unable to set you up as a patient or facilitate the provision of your healthcare on Panacea's systems.

We provide further detail on these grounds in the "Legal grounds to use your personal information" sections near the end of this privacy notice below.

Appropriate business needs

As long as it doesn't override your privacy rights, we have a legal appropriate business need to process your information in order to undertake the business of providing healthcare.

This includes the processing of special categories of personal information and including that about your:

- Health
- Sex life
- Sexual orientation
- Ethnicity
- Political opinions
- Religious or philosophical beliefs
- Genetic or biometric information

The right to object to other uses of your personal data

You have a number of rights regarding your personal data including the right to object to Panacea using your personal information in a particular way. For example if you ask Panacea to stop sharing information with third parties then we must do so, unless specific exceptions apply. More details can be found in the section entitled "Your rights".

Who do we share your information with?

From time to time, we may share your personal information with other parties for the purposes described in this Privacy Notice.

For quick reference, we have listed some of the individuals and organisations that this might include. This list is by no means comprehensive. For more information contact Panacea's DPO:

- Your Medical Practitioner (including their medical secretaries)
- A doctor, nurse, carer or any other healthcare professional involved in your treatment
- Members of support staff involved in the delivery of your care, like receptionists and porters
- Anyone that you ask us to communicate with or provide as an emergency contact, for example your next of kin or carer
- Your GP
- Your dentist
- Other private sector healthcare providers
- Third parties who assist in the administration of your healthcare, such as insurance companies
- Private Healthcare Information Network
- NHS organisations, including NHS Resolution, NHS England, Department of Health
- National and other professional research/audit programmes and registries, as detailed under purpose 4 above
- Our regulators, like the Care Quality Commission, Health Inspectorate Wales and Healthcare Improvement Scotland
- The police and other third parties where reasonably necessary for the prevention or detection of crime
- Government bodies, including the Ministry of Defence, the Home Office and HMRC
- Our insurers
- Debt collection agencies
- Credit referencing agencies
- Our third party services providers such as IT suppliers, actuaries, auditors, lawyers, marketing agencies, document management providers and tax advisers
- Selected third parties in connection with any sale, transfer or disposal of our business

We may communicate with these third parties in a variety of ways including, but not limited to, email, post, fax and telephone.

What marketing activities do we carry out?

If you have provided your consent for us to do so we may use your personal information to provide you with information about products or services which may be of interest to you.

We do not rely on automated decisions made by computer without any human input for marketing, medical or any other decision making or contact purposes.

If you no longer wish to receive marketing emails sent by us, you can click on the "unsubscribe" link that appears in all of our marketing emails, otherwise you can always contact us using the details set out at the top of the page to update your contact preferences.

If you no longer wish to receive non-website based marketing information or for us to provide your information to market research agencies, please contact our DPO. The DPO's contact details can be found at the top of the Privacy Notice.

How long do we keep personal information for?

We will only keep your personal information for as long as reasonably necessary to fulfil the relevant purposes set out in this Privacy Notice and our Record Retention Policy and in order to comply with our legal and regulatory obligations.

If you would like further information regarding the periods for which your personal information will be stored, please contact our DPO for further details.

International data transfers

We (or third parties acting on our behalf) may store or process information that we collect about you in countries outside the European Economic Area ("EEA"). Where we make a transfer of your personal information outside of the EEA including the United States we will take the required steps to ensure that your personal information is protected.

This may be necessary to fulfil a specific medical need especially when the service is not available within the EEA or where there it is beneficial to use a non EEA supplier. Examples may include:

- Suppliers of medical devices eg heart monitoring equipment
- Suppliers of bespoke prostheses including lenses
- Suppliers of genomic testing. For example sending pathology samples overseas for testing

The United States and the EEA have in place a framework, known as Privacy Shield, to facilitate compliance with data protection obligations when transferring personal data. Privacy Shield has been assessed by the EU Commission, and deemed to provide adequate protection to personal data.

If you would like further information regarding the steps we take to safeguard your personal information, please contact the DPO using the details set out at the top of this Privacy Notice.

Please note that we have listed above the current common transfers of personal data outside of the EEA but it may be necessary, in future, to transfer such data for other purposes. In the event that it is necessary to do so, we will update this Privacy Notice.

Accessing your information

Data protection law gives you certain rights to know what information we hold about you and how it is used. You may exercise these rights at any time by contacting Panacea's DPO

If we cannot comply with your request to exercise your rights we will usually tell you why.

There will not usually be a charge for handling a request to exercise your rights.

If you make a large number of requests or it is clear that it is not reasonable for us to comply with a request then we do not have to respond. Alternatively, we can charge for responding.

There are some special rules about how these rights apply to health information as set out in legislation including the Data Protection Act (current and future), the General Data Protection Regulation as well as any secondary legislation which regulates the use of personal information.

Information about Cookies

When you visit our website we may collect certain information about your use called Cookies. This is aimed to improve your browsing experience.

A “cookie” is a small amount of data which often includes a unique identifier that is sent to your computer or mobile phone (referred to here as a “device”) browser from a website’s computer and is stored on your device’s hard drive, mobile device, set top box or other device.

There are different types of cookies which are used to do different things such as allowing you to navigate between pages on a website efficiently, remembering your preferences on a certain website, or improving your overall experience. Other cookies can provide you with advertising which is more tailored to your interests, or measure the number of site visits and the most popular pages users visit.

Most web browsers automatically accept cookies but you can disable this function by changing your browser settings if you so wish.

To find out more about cookies including what they are, how to control them or how to delete them, please visit www.aboutcookies.org.

Your rights include:

The right to access your personal information

You are usually entitled to a copy of the personal information we hold about you and details about how we use it.

Your information will usually be provided to you in writing, unless otherwise requested however if you have made the request electronically (eg by email) the information may be provided to you by electronic means.

There are some circumstance where we may not be able to fully comply with your request, for example if your request involves the personal data of another person. If we are not able to comply with any part of your request we will let you know.

Under Article 15(1) of the GDPR you are usually entitled to the personal information that we hold about you and will be happy to provide you with a copy. We usually need to explain the following information to you:

- The types of personal information we hold about you
- The reasons why we need to use & process your personal information
- Who your personal information has been or will be shared with, including in particular organisations based outside the EEA.
- If your personal information leaves the EU, how we make sure that it is protected
- Where possible, the length of time we expect to hold your personal information. If that is not possible, the criteria we use to determine how long we hold your information for
- If the personal data we hold about you was not provided by you, details of the source of the information
- Whether we make any decisions about you solely by computer and if so details of how those decision are made and the impact they may have on you
- Your right to ask us to amend or delete your personal information
- Your right to ask us to restrict how your personal information is used or to object to our use of your personal information
- Your right to complain to the Information Commissioner's Office

The right to amend your records

We always aim to ensure that the information we hold about you is accurate and complete. However, if you do not believe this is the case, you can ask us to update or amend it.

The right to be forgotten and the right to restriction of processing

There are some circumstances where we are obliged to keep your information for regulatory or legal reasons, such as in order to perform tasks which are in the public interest, including public health, or for the purposes of establishing, exercising or defending legal claims. Never-the-less as long as your request does not impact on our legal and regulatory obligations you may have a right to ask us to delete some or all of your personal information or restrict our processing of certain information. If you would like to request the deletion or restriction of any personal information, please contact Panacea's DPO.

The right to data portability

In some circumstances, we must transfer personal information that you have provided to us to you or another individual/ organisation of your choice. Where this is the case Panacea may transfer the information in an easily recognisable electronic format. Where this is not possible we reserve the right to provide paper copies of our records for the transfer.

The right to object to marketing

You can ask us to stop sending you marketing messages at any time and we must comply with your request. You can do this by contacting the DPO.

The right not to be subject to automatic or computerised decisions

We do not rely on automated decisions made by computer without any human input for marketing, medical or any other decision making or contact purposes.

The right to withdraw consent

In some cases we need your consent in order for our use of your personal information to comply with data protection legislation. Where we do this, you have the right to withdraw your consent to further use of your personal information. You can do this by contacting Panacea's DPO.

The right to complain to the Information Commissioner's Office

If you are not happy with the way that we deal with your personal information or the way that we have dealt with your request you can make a complaint to the Information Commissioner's Office.

More information can be found on the Information Commissioner's Office website: <https://ico.org.uk/>

Making a complaint will not affect any other legal rights or remedies that you have.

National Data Opt-Out Programme

NHS Digital has responsibility for standardising, collecting and publishing data and information from across the health and social care system in England. Patients can log their preferences with NHS digital regarding the sharing of their personal information. All health and care organisations will be required to uphold patient choices, but only from March 2020. In the meantime you should make Panacea aware directly of any uses of your data to which you object.

Updates to this Privacy Notice

We may update this Privacy Notice from time to time to ensure that it remains accurate, and the most up-to-date version can always be found on Panacea's website www.panaceamc.co.uk or by asking us for a printed copy. If we make any changes to the policy that materially changes the way we use your information we will let you know and will provide you with a copy link or a link to an electronic version of the updated policy.

Legal grounds to use your personal information

In accordance to our legal and GDPR obligations Panacea has to specify the legal grounds to use your personal information for each of our processing purposes and have listed these below. They have been listed individually and include our standard legal grounding as well as an 'additional' legal ground for special categories of personal information. This is because we have to demonstrate additional legal grounds where we are using information which relates to a person's healthcare, as we will be the majority of the times we use your personal information.

Purpose 1: To set you up as a patient on Panacea's systems including carrying out fraud, credit, anti-money laundering and other regulatory checks

In order to register you as a patient we need to ask you for some basic obtain information about you and carry out necessary checks. These include standard background checks, which we cannot perform without using your personal information.

Legal ground: Taking the necessary steps so that you can enter into a contract with us for the delivery of healthcare including patient identifications.

Additional legal ground for special categories of personal information: The use is necessary for reasons of substantial public interest.

Purpose 2: To address your healthcare needs

You have come to visit us because you have a healthcare need and we will use your information to address that need.

Legal grounds: Providing you with healthcare and related services as required to fulfill our contractual obligations with you for the delivery of healthcare.

Additional legal grounds for special categories of personal information: In order to provide healthcare services to you. In the event that you are physically or legally incapable of giving consent information from family, carers or other third parties may also be processed in accordance with your overall best physical and mental interests.

Purpose 3: For account settlement & billing purposes

We will use your personal information in order to ensure that your account and billing is fully accurate and up-to-date

Legal grounds: In order to fulfill our contract with you to deliver healthcare and other related services. Panacea has an appropriate business need to use your information which does not overly prejudice you

Additional legal grounds for special categories of personal information: We need to use the data in order to provide healthcare services to you. The use is also necessary in order for us to establish, exercise or defend our legal rights

Purpose 4: For Clinical audit, PHIN and research purposes

Clinical audit

Panacea may need to process your personal data in order to provide a clinical audit of outcomes for patients and to identify improvements. We are able to do so on the basis of a legitimate interest and the public interest in statistical and scientific research, and with appropriate safeguards in place. You are, however, entitled to ask us to not use your personal data for this purpose. If you would like to raise such an objection then please contact our Data Protection Officer.

We may also be asked to share information with to UK registries or similar as part of our regulatory or legal obligations. We may also share your data with other audit programmes which are set up by professional associations.

We may provide information to UK registries without your consent provided that the particular audit registry has received statutory approval, or where the information will be provided in a purely anonymous form. This includes the National Clinical Audit programme, hosted by NHS England who provide a list of National Clinical Audit and Clinical Outcome Review programmes as well as other quality improvement programmes and also other audit programmes which are set up by professional associations.

A copy of the current list of organisations whom we are required to share data for the purposes of audit can be found at <https://www.hqip.org.uk/list>. The relevant registry organisation will have their own data protection policies may have to request consent from you themselves.

PHIN

Private Healthcare Information Network (“**PHIN**”), is an national organisation formed following The Competition and Markets Authority Private Healthcare Market Investigation Order 2014 in order to monitor that patients who undergo treatments in private (non-NHS) clinics and hospitals receive safe and high quality treatment and care. Under Article 21 of that Order, we are required to provide some of your personal and medical information to PHIN including information related to your treatment, your NHS Number in England and Wales, (CHI Number in Scotland or Health and Care Number in Northern Ireland), the nature of your procedure, whether there were any complications such as infection or the need for readmission/admission to a NHS facility and also the feedback you provided as part of any PROMs surveys. PHIN share your data with the NHS, and tracks whether you have received any follow-up treatment.

We will only share this information with PHIN if you have provided your consent for us to do so.

PHIN, are legally required to follow the same data protection laws as ourselves and like us so you can be sure your information will be safe. PHIN will always anonymise any data that they publish and will not share or analyse data for any purpose other than those stated. Further information about how PHIN uses information, including its Privacy Notice, is available at www.phin.org.uk.

Medical research

Panacea also participates in medical research and shares data with ethically approved third party research organisations.

We will only share your personal data only as permitted by law and to the extent that it is necessary to do so in assisting research. In most cases your data will be anonymized or otherwise you will specifically be asked to provide your consent. Never-the-less some research projects and/or registries have received statutory approval such that consent may not be required in order to use your personal data. In those circumstances, your personal will be shared on the basis that:

Legal grounds: We have a legitimate interest in helping with medical research and have put appropriate safeguards in place to protect your privacy

Additional legal grounds for special categories of personal information: The processing is necessary in the public interest for statistical and scientific research purposes

Purpose 5: Communicating with you and resolving any queries or complaints that you might have.

We do everything that we can to ensure our patients are satisfied but from time to time, patients may raise queries, or even complaints, with Panacea that we need to address. We may need to use your data, including personal information and medical records, in order to investigate what has happened

Legal grounds: to provide you with our contracted healthcare and other related services thereby having an appropriate business need to use your information which does not overly prejudice you

Additional legal grounds for special categories of personal information: It is necessary for the provision of healthcare or treatment pursuant to a contract with a health professional and the use may also be necessary in order for us to establish, exercise or defend our legal rights

Purpose 6: Communicating to other individuals or organisations that you ask us to update about your care and updating other healthcare professionals about your care.

Panacea may need to share your information about your treatment with external healthcare professionals or organisations in order for them to provide you provide the right care for you. We may need to share your personal information with them.

Legal grounds: We have a legitimate interest in ensuring that other healthcare professionals who are routinely involved in your care have a full picture of your treatment. This is part of our role in providing healthcare and other related services to you. It ensures proper continuation of your care and also informs other healthcare professionals of treatments that may impact on your future care.

Additional legal ground for special categories of personal information: We need to use the data in order to provide healthcare services to you. It is also necessary for reasons of substantial public interest under UK law and may be required for us to establish, exercise or defend our legal rights

Please also see the additional information regarding PHIN under purpose 4, which also impacts on our legal rights under this purpose.

Purpose 7: Complying with our legal or regulatory obligations, and defending or exercising our legal rights

Panacea is subject to a wide variety of different legal and regulatory responsibilities which it is not possible to fully explain in this notice. There may be times when we are obliged by law or by regulators to provide personal information, and in those instances we must do so. From time to time, Panacea and its Medical Practitioners are also the subject of legal actions or complaints. In order to fully investigate and respond to those actions, it is necessary to access your personal information (although only to the extent that it is necessary and relevant to the subject-matter).

Legal grounds: The use is necessary in order for us to comply with our legal obligations

Additional legal ground for special categories of personal information: We are obliged to provide the information so that others can provide healthcare services to you. Reasons might also include the provision of health or social care or treatment or the management of health or social care systems. Finally we will share personal information when it is necessary for establishing, exercising or defending legal claims

Where we are obliged by law to conduct audits of health records, including medical information, for quality assurance purposes, your personal and medical information will be treated in accordance with guidance issued by the Care Quality Commission (England), Health Inspectorate Wales and Healthcare Improvement Scotland.

Please also see the additional information regarding PHIN under purpose 4, which also impacts on our legal rights under this purpose.

Purpose 8: Improving our services including training and security

Panacea strive to continuously improve it's patient journey from the initial point of contact onwards. With that in mind, we will use your personal information to identify where such improvements can be made. It may involve technics including reviewing phone calls to assess whether anything can be learnt and contacting you ask you about experiences with us.

Legal grounds: Our having an appropriate business need to use your information which does not overly prejudice you

Additional legal ground for special categories of personal information: in order to provide the best healthcare that we can Panacea needs to review records in order to assess how it can improve. This includes undertaking surveys (which are not a form of marketing.)

Purpose 9: Managing our business operations such as maintaining accounting records, analysis of financial results, internal audit requirements, receiving professional advice (eg tax or legal advice)

Legal grounds: Our having an appropriate business need to use your information which does not overly prejudice you

Additional legal ground for special categories of personal information: There are no special categories of personal information that have been identified for this purpose.

Purpose 10: Provide marketing information to you (including information about relevant third party partners) in accordance with your consent preferences

All businesses need to undertake marketing of one kind or another and healthcare is no exception. If we conduct marketing activities we will respect your legal rights and your given consents. We will only provide you with marketing which is relevant to our business.

Legal grounds: In the event that consent has be provided Panacea has an appropriate business need to use your information which does not overly prejudice you.
