



Privacy Notice

Date	Version	Action	Actioned by
10/01/25	V1	New policy	K Boothby

1. Introduction

Rapid Response LTD (Trading as Rapid Response Ambulance) is committed to protecting the privacy, confidentiality, and security of personal data. This Privacy Notice explains how we collect, use, store, and share personal information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable legislation.

We process personal data relating to:

- Patients and service users
- Event clients and organisers
- Staff, contractors, and volunteers
- Learners attending training courses
- Relatives, next of kin, and emergency contacts

“Processing” includes collecting, recording, storing, sharing, and securely disposing of personal data.

If you have any questions about this Privacy Notice or how your data is used, please contact us:

Rapid Response LTD (Trading as Rapid Response Ambulance)

Email: Info@rapidresponseambulance.co.uk

Telephone: 01536 906 236

Registered Address: 17 Sanders Road, Wellingborough, NN8 4NL



2. Patients and Service Users

What personal data do we collect?

To provide safe, effective, and professional medical services, we may collect and process:

- Full name, address, date of birth, and contact details
- Next of kin and emergency contact information
- Details of incidents, treatments, and outcomes
- Payment or invoicing information where applicable

We also process **special category data**, including:

- Medical history and clinical information
- Physical and mental health data
- Medication and treatment records

Why do we process this data?

We process personal data in order to:

- Deliver emergency, urgent, and non-emergency medical care
- Provide event medical cover and patient transport services
- Ensure patient safety and continuity of care
- Meet legal, regulatory, and professional obligations

The lawful bases we rely on include:

- **Legal obligation**
- **Public task**
- **Vital interests** (where life-saving treatment is required)
- **Explicit consent**, where appropriate

Special category data is processed because it is necessary for:

- The provision and management of healthcare services
- Safeguarding individuals
- Compliance with Care Quality Commission (CQC) requirements

Common law duty of confidentiality



Rapid Response LTD (Trading as Rapid Response Ambulance) complies with the common law duty of confidentiality. Patient information is only shared where:

- The individual has provided consent (explicit or implied)
- There is a legal requirement to do so
- There is an overriding public interest, such as safeguarding or the prevention of serious crime

Who do we share patient data with?

Where lawful and necessary, information may be shared with:

- NHS services including GPs, hospitals, and ambulance services
- Local authorities and safeguarding teams
- The Care Quality Commission (CQC)
- Police or other emergency services where legally required
- Other healthcare professionals involved in the patient's care

Non-clinical information may also be shared with event organisers where appropriate.

3. National Data Opt-Out

Rapid Response LTD (Trading as Rapid Response Ambulance) does not currently use confidential patient information for research or planning purposes beyond individual care.

We review our data processing activities annually to assess whether the National Data Opt-Out applies. Should this change, individuals will be informed and given the opportunity to exercise their rights.

Further information is available at:

<https://www.nhs.uk/your-nhs-data-matters/>

4. Staff, Contractors, and Volunteers

What personal data do we collect?

We may collect and process:

- Name, address, date of birth, and contact details
- National Insurance number
- Payroll, pension, and tax information
- Training records, competencies, and qualifications
- Shift, deployment, and rota information

Special category data may include:

- Occupational health information
- Sickness, maternity, or fitness-to-work records

Where required by role, Disclosure and Barring Service (DBS) checks are carried out. We do not retain DBS certificate details, only confirmation that a check has been completed.

Why do we process staff data?

Staff data is processed to:

- Meet employment and contractual obligations
- Ensure staff are appropriately trained and competent
- Pay staff correctly and administer pensions
- Meet safeguarding and regulatory requirements

Lawful bases include:

- Legal obligation
- Contractual necessity
- Legitimate interests
- Public task and regulatory compliance

Who do we share staff data with?

Where required, staff data may be shared with:

- HM Revenue & Customs (HMRC)
- Payroll and pension providers
- Training and accreditation bodies
- The Care Quality Commission (CQC)
- DBS service providers
- Law enforcement agencies where legally required

5. Relatives and Emergency Contacts

We may hold limited personal data relating to:

- Next of kin
- Emergency contacts
- Individuals holding Power of Attorney

This information is processed under legitimate interests and, where applicable, consent, solely to support patient care, staff welfare, and safeguarding responsibilities.

6. Data Storage, Retention, and Security

All personal data is stored securely using appropriate technical and organisational measures, including restricted access and secure digital systems.

Records are retained in line with:

- The NHS Records Management Code of Practice
- Legal and regulatory retention requirements

When data is no longer required, it is securely destroyed, including:

- Secure shredding of paper records
- Secure deletion of electronic records

7. Website and Digital Services

When using our website, we may collect limited information such as:



RAPID RESPONSE
AMBULANCE

- IP addresses
- Contact form submissions
- Uploaded documents
- Cookie data, where applicable

This data is used to respond to enquiries and improve our services. Cookie information is provided separately where required.

8. Your Rights

Under UK GDPR, you have the right to:

1. Access your personal data
2. Request correction of inaccurate or incomplete data
3. Request erasure of data where applicable
4. Request restriction of processing
5. Withdraw consent at any time
6. Object to processing carried out under legitimate interests or public task

Requests should be made in writing. We may request identification to protect confidentiality. All requests will be responded to within one month.

9. Complaints

If you are dissatisfied with how Rapid Response LTD (Trading as Rapid Response Ambulance) has handled your personal data, you may complain to:

Information Commissioner's Office (ICO)

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF



<https://ico.org.uk>