

Crick Medical Practice (the Practice)

Privacy Notice- Use of Heidi AI

Introduction

At Crick Medical Practice, we are committed to protecting your personal data and maintaining your privacy. This privacy notice explains how we use your information when using Heidi AI, an artificial intelligence (AI) system that supports our staff in delivering safe and effective healthcare.

What is Heidi AI?

Heidi AI is an advanced AI medical scribe designed to transcribe patient visits, generate clinical notes, fill out documents, and dictate letters. Heidi AI is designed to help our clinical and administrative teams manage and process patient information more efficiently. It is used to:

- Summarise medical histories
- Support clinical decision-making
- Generate documentation such as referral letters
- Improve communication between patients and staff

Heidi AI is **not** used to make final clinical decisions or diagnoses; all decisions are reviewed and approved by qualified staff.

What Personal Data Do We Process?

When using Heidi AI, we may process the following information about you:

- Name, date of birth, NHS number
- Contact information
- Medical history, diagnoses, treatments, and medications
- Appointment records and referral data
- Any other relevant clinical or administrative data from your GP record

Why Do We Use Your Information with Heidi AI?

We use your information in Heidi AI to:

- Improve the efficiency and accuracy of healthcare delivery
- Support our staff in preparing notes, letters, and communications
- Help identify clinical needs or follow-ups more effectively
- Enhance the overall quality and safety of your care

The legal basis for processing your data under UK GDPR is:

- **Article 6(1)(e)** – Task carried out in the public interest or in the exercise of official authority

- **Article 9(2)(h)** – Provision of health or social care or treatment

How Is Your Data Protected?

Your data is handled securely at all times. Heidi AI is hosted on UK-based, NHS-compliant secure servers. It is subject to rigorous security, data protection, and privacy controls, including:

- Data encryption
- Role-based access control
- Regular auditing and monitoring

Heidi AI does **not** store or retain identifiable patient data beyond what is necessary for the processing task. No data is used for marketing or shared with third parties without your consent, unless legally required.

Who Has Access to Your Data?

Only authorised members of our team and technical staff at Heidi Health (the AI provider) who are under strict confidentiality obligations can access your data to support the system's function. Access is strictly controlled and monitored.

Your Rights

Under UK data protection law, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Object to the processing of your data
- Request data erasure (where applicable)
- Complain to the Information Commissioner's Office (ICO) if you believe your data is not being handled appropriately

Objections / Complaints

Should you have any concerns about how your information is managed at the GP, please contact the GP Practice Manager or the Data Protection Officer as above. If you are still unhappy following a review by the GP practice, you have a right to lodge a complaint with a supervisory authority: You have a right to complain to the UK supervisory Authority as below.

Information Commissioner:

Wycliffe house

Water Lane

Wilmslow

Cheshire

SK9 5AF

Tel: 01625 545745

<https://ico.org.uk/>

If you are happy for your data to be used for the purposes described in this privacy notice, then you do not need to do anything. If you have any concerns about how your data is shared, then please contact the Practice Data Protection Officer.

If you would like to know more about your rights in respect of the personal data we hold about you, please contact the Data Protection Officer as below.

Data Protection Officer:

The Practice Data Protection Officer is Paul Couldrey of PCIG Consulting Limited. Any queries regarding Data Protection issues should be addressed to him at: -

Email: Couldrey@me.com

Postal: PCIG Consulting Limited
7 Westacre Drive
Quarry Bank
Dudley
West Midlands
DY5 2EE

Changes:

It is important to point out that we may amend this Privacy Notice from time to time. If you are dissatisfied with any aspect of our Privacy Notice, please contact the Practice Data Protection Officer.