

Cairn Medical Practice

Privacy Policy for Social Media

Version 1.0 (Oct 2017)

1 Introduction:

1.1 This document outlines the purpose of Cairn medical Practice's use of social media and lays out rules that should be adhered to by both the Practice and users of the Social media site(s).

2 Purpose of the Social Media Site(s)

2.1 Cairn Medical Practice (hereafter referred to as The Practice) provides a social media presence for the following purposes:

- To allow 2-way communication with patients and the public.
- To disseminate public health information
- To notify patients effectively about clinician sickness/absence
- To notify patients about changes to opening times.

2.2 The site is not to be used to:

- Book, cancel or re-arrange appointments.
- Make or respond to complaints
- Discuss a patient's clinical needs
- Hold a consultation.
- Communicate with an individual GP or member of staff.

2.3 Posts that breach the terms above may be deleted without notice.

3 What information will be collected?

3.1 The Practice, does not use social media to gather data on patients or non-patient members of the public who use our sites(s). Long-term storage of data is governed by the privacy policies of the social media sites themselves, over which the Practice has no control.

3.2 Social media sites, such as Facebook, incorporate marketing tools for businesses. Data available to the Practice includes anonymous demographic information relating to the breakdown of gender/age of visitors/followers of the page; the Practice does not process this data further.

3.3 Visitors to the site remain anonymous unless they like or comment on a post, message the practice or post a review. The Practice can view this data but does not store or process it independently of the social media site.

4 Very Important: Information Sharing and confidentiality

4.1 The Practice will not share your data with any 3rd party out with the NHS or its contracted services. However, by posting on the social media site, users accept that their name and the content of their post will be visible to other users of the site and may be processed/collected by the provider of the social media site, who may provide that data to 3rd parties under the T&Cs of their site. By using social media, users accept that The Practice has no control over the policies of the social media site and those of any 3rd party to whom the social media site passes information.

4.2 By using the Practice's social media site(s) users accept that should they post information about their medical history, that the practice is not responsible for that

breach of their confidentiality.

- 4.3 Users are reminded and encouraged to secure their own social media accounts so that a 3rd party cannot glean sufficient data to impersonate them as a patient and gain access to their confidential information.

5 Verifying, correcting, changing or removing Information.

- 5.1 Users are able to edit and/or delete their own comments without reference to the Practice.
- 5.2 The Practice will police posts and delete any information that they judge to be abusive or that may breach a patient's confidentiality.

6 Compulsion to Divulge.

- 6.1 If compelled by law to disclose, then the Practice will comply with such orders and provide data to the relevant agency. This normally requires a Court Order. .

7 Opt Out

- 7.1 Cairn medical Practice will not use Social media to message individual patients directly but will post general notices as a 'broadcast'. To opt out, users of the site should 'unlike' or 'un-follow' the Practice.

8 Review of Policy

- 8.1 This policy will be reviewed annually, or as required in between scheduled reviews, and published via our website, www.cairnmedical.co.uk