

Patient and Public Involvement – Privacy Notice

Please read this important information about the use of your information for the purposes of Patient and Public Involvement:

Under the Health and Care Act 2022, Integrated Care Systems (ICSs) will be established across England on a statutory basis from 1st July 2022. As part of each ICS, an Integrated Care Board (ICB) will also be established. The ICB will form an important part of the ICS and will be responsible for developing a plan for meeting the health needs of the population, managing the NHS budget, and arranging for the provision of health services within the ICS area. The purpose of ICS is to bring partner organisations together to:

- Improve outcomes in population health and healthcare
- Tackle inequalities in outcomes, experience, and access
- Enhance productivity and value for money
- Help the NHS support broader social and economic development

Collaborating as ICSs will help health and care organisations tackle complex challenges, including:

- Improving the health of children and young people
- Supporting people to stay well and independent
- Acting sooner to help those with preventable conditions
- Supporting those with long-term conditions or mental health issues
- Caring for those with multiple needs as populations age
- Getting the best from collective resources so people get care as quickly as possible

If you indicate to us that you wish to be involved in the above public involvement activities, we will use the following contact details you provide to share relevant information with you and invite you to participate in any future events or consultation activities:

- Your name
- Your address
- Your contact details including telephone numbers and email addresses
- Details of the types of health and social care services that you are interested in shaping

NHS Norfolk and Waveney ICB is committed to working with our integration partners in the development of health and social care services. From time to time, we will therefore share information we receive from our integration partners with you.

We will never:

- × Approach a third party for any additional information about you, without your prior consent
- × Share the personal details we hold about you with a third party, without your prior consent
- × Use your information for any marketing purposes; and/or
- × Use your information to inform your individual direct care

The information you provide will be stored in a single secure electronic database within the confines of the ICB. This database will only be accessible by authorised members of staff within the ICB's Communications Team, who are responsible for the involvement of patients and the public in our activities.

Under the General Data Protection Regulations and Data Protection Act 2018, you have the right to object to your information being used for any purpose. If you decide at any time that you no longer wish to be involved in the ICB's engagement and consultation activities, you can ask for your details to be removed from our database. You can do this by contacting the Communications Team via email – nwicb.communications@nhs.net

Further details regarding the ICB's use of personal information and your information rights can be found on our website.