

Patient Privacy Notice

At The Village Medical Centre, we are committed to protecting the privacy and confidentiality of our patients' personal information. This privacy notice outlines how we collect, use, disclose, and store personal data when providing live feeds of patient consultations to medical students for educational purposes.

- Information Collected:** During the live feed of patient consultations, the following information may be collected:
 - Patient's name (if disclosed during the consultation)
 - Medical history and current health information shared during the consultation
 - Any images, videos, or audio recordings taken during the consultation
 - No data is stored, it is only streamed.
- Purpose of Collection:** The collection of this information is solely for the purpose of medical education and training. It allows medical students to observe real-life patient interactions under the supervision of licensed medical professionals to enhance their learning experience.
- Legal Basis:** The legal basis for processing this data is the legitimate interest pursued by the medical practice in providing comprehensive medical education and training to future healthcare professionals.
- Use and Disclosure:** Personal data collected during live feeds will only be used for educational purposes and will not be disclosed to any third parties beyond the medical students participating in the educational program. Additionally, any personal identifiers will be redacted or anonymised whenever possible to further protect patient privacy.
- Data Storage:** Personal data collected during live feeds will be stored securely on our platform for account purposes. Access to this data will be restricted to authorised personnel involved in the educational program. We utilise industry-standard security measures to safeguard against unauthorised access, disclosure, alteration, or destruction of personal information.
- Retention Period:** Personal data collected during live feeds will be retained for a period necessary to fulfil the purposes outlined in this privacy notice, unless a longer retention period is required or permitted by law.
- Your Rights:** As a patient, you have the right to:
 - Access your personal data and request corrections if necessary.
 - Withdraw consent for the use of your data in medical education at any time.
 - Lodge a complaint with the appropriate data protection authority if you believe your rights have been infringed upon.
- Contact Information:** If you have any questions or concerns about how your personal data is being handled during live feeds of patient consultations, please contact us at The Village Medical Centre, 27 Grove Road, Wallasey, Wirral, CH45 3HE, 0151 691 1112

Contact this document's author, or the [School of Medicine Engagement team](#) [mednews@liverpool.ac.uk] if you find any digital content difficult or impossible to use, either directly or with an assistive technology such as a screen reader.

Contact details for all teams and individual staff can be found on the [School website](#). [www.liverpool.ac.uk/medicine/contact-us/email/].