**Privacy Notice for the Active NoW coordination centre**

**What this document is for**

This privacy notice provides details on how we, Broadland District Council (“the council”), use your personal information for the purposes of operating the coordination centre for the Active NoW service. Active NoW is the physical activity and exercise referral service developed by Norfolk and Waveney Integrated Care Board & Active Norfolk.

We will use your data to assess your health, lifestyle and physical activity needs, identify third-party providers suitable to you, refer you to the third-party providers to begin your programme, and support you and/or provide you with support and advice for wider support needs where possible.

By ‘use’ we mean the various ways it may be processed, including storing and sharing the information.

The Council is what is known as the ‘Data Controller’ for your data.

**Further details**

We also provide the following details in our [general privacy notice](https://www.southnorfolkandbroadland.gov.uk/council/data-protection/broadland-district-council-data-protection) on our website:

* Your rights under the UK General Data Protection Regulation (the UK GDPR) and how to exercise them;
* How to make a complaint and contact our Data Protection Officer; and
* How to contact the regulator, the Information Commissioner’s Office

**What we use your information for**

We will use your information, with your consent, to:

* Contact you via a phone call from our coordination centre at the Council to identify your health, lifestyle and physical activity needs
* Ascertain which exercise or activity provider is most suitable for your needs
* Contact you via phone call or email to discuss your referral in more detail
* Refer you to the agreed exercise or activity provider so that you can begin your programme
* distribute a follow up survey via email
* Provide anonymised statistical reports to further develop the service

**What personal data we collect and use about you**

We will collect and use the following information in relation to yourself:

* Contact Information - this will include your name, address, email address, and telephone number(s)
* date of birth
* gender
* employment status (optional)
* height and weight (optional)
* blood pressure and heart rate (optional)
* details of your GP surgery and referring professional
* disabilities (if applicable)
* Medical condition(s)
* Medication (if applicable)
* Reason for referral
* Attendance data relating to sessions (from chosen exercise or activity provider)
* Health and wellbeing questionnaire data (from chosen exercise or activity provider)

**Who provides this information**

We receive information from a range of professionals via a referral form or via our secure referral system. This may include but is not limited to:

* Your GP or health care provider
* Nurses
* Physiotherapists
* Pharmacists
* Social prescribers
* Chosen exercise or activity provider

**How we share data**

Once we have identified the most appropriate exercise or activity provider for you, the information obtained during the triage and assessment phone call, along with your original referral form, will be shared with the provider or service via a secure referral system.

We will gain your consent to share your data with the agreed exercise or activity provider.

We will inform you of who your information is being shared with unless we feel that to do so would put an individual or family at risk of serious harm. You may remove consent at any point for us to process your information as outlined elsewhere in this notice.

We receive and share your referral data via our secure referral management system – ReferAll. We have a contract in place with ReferAll to ensure that your data is secure and protected at all times.

Any information which is shared will only be shared on a need to know basis, with appropriate individuals. Only the minimum information for the purpose of providing you with support will be shared.

**How the law protects you and the legal basis for processing your information**

We have legal grounds under the UK GDPR to process this information and rely on your explicit consent.

You are entitled to withdraw your consent at any time by contacting the Active NoW coordination centre at the Council on 10603 430616 or [activenow@southnorfolkandbroadland.gov.uk](mailto:activenow@southnorfolkandbroadland.gov.uk).

**How long will we keep your personal information for**

The information you provide will be held securely by us for a period of no longer than **4 years** from the receipt of your referral.

**How we keep your information**

The information is stored electronically, on the Council’s network and the ReferAll system.

**Changes to this notice**

We may amend this privacy notice at any time so please review it frequently. The date below will be amended each time this notice is updated.

This notice was updated in February 2025.