

WMAHSN AND MERIDIAN PRIVACY NOTICE

West Midlands Academic Health Science Network (WMAHSN) is one of 15 AHSNs across England, established to play a unique role in enhancing the health and wealth of our nation. By bringing together industry, academia, voluntary organisations and the NHS, AHSNs close the gap between innovation and patient benefit. Click to read more about the [AHSN Network](#). We are committed to the sharing and spread of knowledge through newsletters and events. For us to provide these services to you, we will need to store your data when you register your interest or attendance.

As part of the innovation and adoption service delivery, the WMAHSN also runs the Meridian platform (<https://meridian.wmahsn.org>) an interactive innovation health exchange for anyone to share their innovations and ideas, build groups and networks and make contact with people whose innovations could improve healthcare delivery in the West Midlands.

The information we will collect on you will depend on the services we provide you (these being newsletters, events or Meridian). A summary of the data we collect is provided in table 1 below. Transparency is a key aim of all of our work so we want to ensure you understand what we do with the data you supply to us and why. In this privacy notice, we'll provide details on the following:

- what information we collect from you
- how we have collected it
- what we use this information for
- our legal basis for using this data
- where we store the data
- your rights and how to withdraw your consent
- where to lodge a complaint

Meridian Users: Please note that this document relates to your personal data i.e. the information you supply when registering for the Meridian platform. For information on submissions and innovations, please see the Terms and Conditions available on the [Meridian website](#).



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Table 1: Data collection and use summary

Personal Data	Communications	Events	Meridian
E-mail Address	Required to distribute our newsletter	Required to provide updates to the event you have registered to attend	Required to provide activity updates, newsletter and sector updates
Forename	Optional to clarify our records	Required for check-in at event, printed onto name badges and mailing list, passed to venue for fire safety regulations	Required for communication between users and identifying submission authors
Surname	Optional to clarify our records	Required for check-in at event, printed onto name badges and mailing list, passed to venue for fire safety regulations	Required for communication between users and identifying submission authors
Title	N/A	Optional for printing onto name badges at the event (excluding Mr, Miss, Ms or Mrs)	N/A
Job Title	N/A	Required for printing onto name badges at the event	Required for communication between users and identifying submission authors
Organisation	N/A	Required for printing onto name badges at the event	Required for communication between users and identifying submission authors
Telephone	N/A	Required to contact you if changes to the event occur	Optional for communication between site users
Mobile Phone	N/A	Required to contact you if changes to the event occur	Optional for communication between site users
Sector	Optional to enable us to send you more relevant communications	N/A	Required for sending news, updates and opportunities specific to your sector
Address/Postcode	N/A	N/A	Required for communication between users and identifying submission authors
Department/Division/Faculty	N/A	N/A	Optional for communication between site users
Area of Interest	N/A	N/A	Required for sending news, updates and opportunities specific to your Area of Interest
Profile Picture	N/A	N/A	Optional to help you stand out in a crowd
Dietary Requirements (e.g. Vegan)	N/A	Optional to provide to venue/catering team to accommodate your dietary requirements.	N/A



Our legal basis for using this data

At the WMAHSN, we have extensively reviewed how we collect, store and process data for compliance with the Data Protection Legislations (UK Data Protection Act 2018 & EU GDPR 2016). We are jointly commissioned by the NHS and Office for Life Sciences and on their behalf we carry out a public task to facilitate research, development and innovation of healthcare in the region. Therefore our legal basis is Article 6(1) of the GDPR 'processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller'. The WMAHSN's core values are to maintain a shared purpose and endeavour across its members and partners centred on the spread of knowledge, encouraging collaboration and sharing innovations. Furthermore, our method is to offer networks where information can be shared and relationships built, successes shared and celebrated and solutions to healthcare challenges identified. Therefore, our communications to you are a key part of achieving our objectives.

Medilink West Midlands works with us to provide smooth running of our events and relies on a legitimate interest for their processing of data as described [below](#).

Any newsletter records we have on you gathered before 25 May 2018 will have been obtained through the methods described [below](#). After 25 May 2018, signing up to the newsletter through our events and website will require your specific, informed and unambiguous consent. You will have had the opportunity to read through this document when registering your interest.

Finally, when organising an event we are required to send a list of our attendee names to the event venue to comply with fire safety regulations.

To use the Meridian innovation exchange, your consent is required when supplying your information to register onto the platform. The Meridian platform's operation is a task in the public interest due to its function as a catalyst for innovation that directly benefits the health and wealth of the West Midlands region, therefore we rely on Article 6(1) e of the GDPR as our lawful basis of data processing.

If you submit an innovation to the Meridian platform, we rely on public interest for the further processing of the information you supply. Following submission of an innovation, WMAHSN, Medilink and MidTECH will circulate your submission details to gauge interest from local stakeholders including NHS trusts, Higher Education Institutions, Small-Medium Enterprises and other organisations involved in the health and care sector. We may also provide contact details you supplied during registration, should they wish to discuss your innovation with you. We would like to name every third party involved during this procedure but the list is ever changing and subject to your submission. If you have registered on the platform and submitted your innovation onto Meridian, this implies that you are seeking collaborators, support or assistance with your project. We therefore rely on our public interest to develop innovations for the region as our means of processing the data you have supplied.



west midlands
ACADEMIC HEALTH SCIENCE NETWORK

Under GDPR, you have rights to access your information, rectify any errors and restrict the way we use the data we hold on you at any time. For more information, you can review [your rights under GDPR](#).



Communications and Events

The purpose of the West Midlands Academic Health Science Network (WMAHSN) is to improve health and promote economic growth through the adoption of innovation that meets the defined needs of the West Midlands health economy.

To achieve this we bring together collaborations between health and care providers, industry, academia, third sector, patients and carers and others in order to deliver the intended outcomes. The communications we distribute and events we organise are key methods of achieving these aims.

What information we collect from you

The data we collect from you when registering for our newsletter or events are summarised in [table 1](#). The data we collect is the minimum amount of data necessary to provide you with the services you have signed up to.

How we have collected it

There a number of ways in which we may have collected your data. You may have, for example:

- signed up to the newsletter on our website
- registered to attend one of our events
- provided us your details (i.e. business card) in person
- supplied this data to a publically available source (e.g. your organisation website)
- had some form of historical business/collaboration with us

What we use this information for

The data we have collected as described above helps us to achieve our organisational aims and is the minimum amount necessary to do so. Detailed information on how we use the data is provided below. A summary is provided in [our data collection and use summary](#).

Communications and newsletter

We use your name and email address to send you our communications and newsletters to help you:

- Find out the latest updates about our programmes and projects including Innovation Exchanges, events, Patient Safety and resources to support transformation
- Receive occasional updates about local and national funding opportunities
- Be kept informed about other initiatives across England's 15 Academic Health Science Network (AHSNs)



- Be able to access advice and expertise across the pathway of innovation
- Get help, advice, training and top tips on patient and public involvement

Sharing this knowledge across the region and beyond is a key part of our mission and helps you understand the opportunities available to participate in.

Events

The data we collect when registering for our events will be utilised for the smooth running of the event. This includes any updates or cancellation of the event, name badges and sign-in sheets for the event day. Your name and dietary requirements (if supplied) will need to be supplied to the event venue for fire safety and for catering, respectively. The dietary requirements data will be deleted from our records following the event.

If registering by contacting one of us directly over the phone or via email, we will collect the same information as above. If you attend one of our events without prior registration, we will collect this information through our paper-sign in sheets. This information will be manually added onto our Eventbrite records following the event to avoid confusion between our online and paper lists.

We may have photographers or film crews at our event. If so, we will request your consent for photographs during registration. If you do not consent, we'll provide you a badge to communicate this to the photographer. They will avoid photographing you and will obscure your identity post-event if necessary.

Metrics

We collect data on the number of attendees at our events and new subscribers to our newsletter to monitor our performance and activity.

Corporate Meetings

If you are involved in any of our corporate meetings e.g. Membership Innovation Councils (MICs), we will hold your contact details to inform you of upcoming meetings and any updates you may need to know about. We will need to maintain our records for as long as you are a member. Please refer any enquiries regarding corporate meetings to info@wmahsn.org.

Where we store the data

We store your data on secure NHS servers located at University Hospitals Birmingham, UK. We also use EventBrite and MailChimp to deliver our events and newsletter, respectively. These platforms will hold the data you supply to us as per their privacy notices. Both organisations are US companies that meet the EU-US Privacy Shield framework, indicating that their data security meets GDPR criteria.



Third parties

Medilink West Midlands regularly assist us in the organising and management of our events. If you register for an event, we may share your attendee information with Medilink purely for the purposes of the event e.g. Eventbrite listing management, name badge printing, sign-in sheets. Medilink will delete all data related to the event following its completion.

As described above, event venues require that we provide a list of all registered attendees for fire safety reasons. If you have dietary requirements, we will need to pass this onto the venue and/or their third party catering if applicable. We will not disclose your data to any other third party without your prior consent.



Meridian

The Meridian platform is a pioneering interactive innovation health exchange for anyone to share their innovations and ideas, build groups and networks and make contact with people whose innovations could change healthcare in the West Midlands. Meridian is owned by WMAHSN and has three main purposes:

1. To push innovations to the NHS that have tangible benefits to patient care delivery ([‘Other Innovations’](#))
2. To pull in innovation to specific challenges facing the health and care delivery organisations ([Campaigns](#))
3. To share good practice ([Innovation Warehouse](#))

Meridian relies on communication, collaboration and open sharing. If you are submitting an innovation to a campaign, it is assumed that you are seeking collaborators and assistance with your project.

Please note that this document relates to your personal data i.e. the information you supply when registering for the Meridian platform. For information on submissions and innovations, please see the Terms and Conditions available on the Meridian website.

What information we collect from you

The data we collect from you when registering for Meridian is summarised in [our data collection and use summary](#). This data is used to construct a profile for you on the Meridian platform that will be essential for you to connect and collaborate with users. Any information you use to register should be information you would be happy to be shared with other users on the platform.

How we have collected it

There are three methods by which we may have collected your personal information on the Meridian innovation exchange. Firstly, you may have signed up to the Meridian innovation exchange or alternatively, you may have spoken to us in person to provide your details to be manually included onto Meridian. Thirdly, you may have signed up to the Industry Gateway service with Medilink WM. All three methods would require you to agree to our website Terms and Conditions before the information you supplied becomes available.

What we use this information for

The data we have collected as described above helps us to curate an online space that encourages open discussion, collaboration and innovation. There are a number of ways the data you provide helps us achieve this and are described below.



Profile

If you submit innovations, post comments or upload case studies to the Innovation Warehouse on Meridian which are then published, your details will be visible to Meridian users and site visitors.

We encourage this as an opportunity for networking and discussion. However, you may submit innovations anonymously, which will hide your identity from all users except for system administrators. To do this, please tick the 'Is Anonymous?' when submitting an innovation.

Users may have different access dependent on their role on the website. More information is available within the site Terms and Conditions.

Industry Innovation Gateway

The WMAHSN Industry Innovation Gateway, delivered by Medilink WM, acts as a single point of entry for all medical / health technology and life science businesses who wish to engage with the WMAHSN. If you have an innovative product or service available that has significant potential to benefit both patients and the health service Medilink WM will look to facilitate your need by assisting with your Meridian Innovation Submission and developing key relationships with appropriate clinical groups and stakeholders, to assist the right innovations to evolve and move forward with the NHS.

This service and its associated data processing will only occur if you have signed up to the Industry Innovation Gateway.

Intellectual Property and Commercialisation Service

The service is provided by MidTECH and supports Meridian by ensuring that nothing that gets published on Meridian risks exposing any potential intellectual property. MidTECH is a hosted organisation through University Hospitals Birmingham and supports the WMAHSN Innovation and adoption service.



Notifications

When registered onto the Meridian platform, you may receive emails related to newsletters, events, specific sectors or Meridian activity.

Newsletters and Events

We use your name and email address to send you the Meridian newsletter related to news, updates, opportunities, new campaigns and other useful information.

Sector specific emails

Based on the sector(s) you chose during registration, you will receive periodic emails providing updates and information on opportunities available.

Meridian Activity

When viewing a published submission on the Meridian website, you can subscribe to receive updates on any news or activity related to that submission. When you post a comment, you will receive an email notification of any responses from other users. You can review these subscriptions and comments under My Profile>Subscriptions and choose to mute these as you wish.

If you do not wish to receive any emails, go to My Profile>Edit Account, choose Don't Receive Emails and save your settings.

Where we store the data

All Meridian data is stored within secure servers in Germany, which is part of the EU and therefore in compliance with the requirement of DP legislations.

Third parties

Meridian innovation exchange activity is managed by WMAHSN, Medilink West Midlands and MidTECH. Members of these organisations are site administrators and may have access to your data to carry out activity essential to Meridian's function including moderation of all submissions. The site is hosted and run by QMarkets.

[As described above](#), WMAHSN, Medilink and Midtech will circulate details of your submission to third parties in order to gauge interest from local stakeholders. This may include contact details you supply for these stakeholders to get in touch with you if interested. We would like to name every third party involved during this procedure but the list is ever changing and we inform different stakeholders subject to your submission. Due to the implied interest in collaboration and information sharing when registering for Meridian and making a submission, we think this aligns with our public interest as described in [our legal basis for using this data](#).



Visitors to our website

Cookies are small text files stored on your computer while you are visiting a website. Cookies help make websites work. They also provide us with aggregated information about how users interact with our site. We use this information to try to improve your experience on our website and the quality of service we provide. Cookies help us do this by allowing us to remember personal settings you have chosen at our website. We do not use cookies in any other way to collect information that identifies you personally. Most of the cookies we set are automatically deleted from your computer when you leave our website or shortly afterwards.

Complete information about the cookies we may set on your browser appears below. A hyperlink to this information about cookies appears prominently on most pages of our website.

Below is a list of cookies set by the AHSN/Meridian website, along with a brief description of what each is used for.

Cookie name	Purpose	Expiry
ASP.NET_SessionId	Unique identifier for sessions, identifies a user's session	When you close your browser
firstCookie	Used to collect aggregate data on user selections in customer-contact form	When you close your browser
CookieDropDowns	Used to collect aggregate data on user selections in customer-contact form	When you close your browser
webvers	Contains no data other than the word "desktop"; stores a user's preference for desktop-optimised display features regardless of device type	14 days
cookie-acceptance	Used to note that you have read our pop-up message on cookies to stop the message appearing multiple times	1 month
ekContentRatingID	ekContentRatingID	ekContentRatingID

Your rights under GDPR

Under GDPR, you have rights to access your information, rectify any errors and restrict the way we use the data we hold on you at any time. We do not undertake any automated decision-making based on your data. You can [unsubscribe](#) or [update your preferences](#) from our mailing lists at any time by clicking the links here or at the bottom of newsletters or events correspondence you receive. Please note that the data we process for events is essential to their running. If you need to object after registering for an event, this may result in you being unable to attend the event.

If you would like to make a subject access request, or for any further enquiries, please email GDPR@wmahsn.org. We will comply with any request within 30 days.

If you are a Meridian user and wish to make a request for erasure of your data, you can do this from the Meridian website. While logged in, visit the '[Contact Support](#)' page on the 'Help' tab at the home page. From there, fill in the form as necessary and choose 'Request for de-registration' as your category of request. All personal data held on the website will be removed. Please note that posted comments will still remain, but will be anonymised.

Where to lodge a complaint

If you wish to lodge a complaint, you may contact us at GDPR@wmahsn.org. If you are not satisfied with our response or believe we are not processing your personal data in accordance with the law you can also complain directly to the ICO at <https://ico.org.uk/>.

Changes to our privacy policy

We regularly review our privacy policy. Any updates to the privacy notice will be clearly marked on the WMAHSN and Meridian websites. The last update to this privacy notice was 7 June 2018.