

Information use for Heartburn Health invitations

Heartburn Health is run by people from the University of Cambridge, Cambridge University Hospitals NHS Trust and Queen Mary University of London. We are working with central UK health service bodies (England: NHS England, Wales: Digital Health and Care Wales (DHCW)) and iPLATO to send text messages on our behalf inviting people to join the programme.

How have I been selected?

The relevant UK health service body identified people based on their age, sex and postcode on behalf of Heartburn Health. People who choose not to share their health information for research using the National Data Opt-Out scheme (England only), DHCW opt-out form or study specific opt-out form have not been selected.

Who sent the text message?

A trusted company called iPLATO sent the text messages on behalf of Heartburn Health. iPLATO already works with NHS bodies to send messages and hold health data as part of standard care. Data storage at iPLATO meets all NHS standards. You can find more about their privacy policy here <https://www.iplato.com/privacy/>.

How were my personal details used?

To send the text messages, the relevant UK health service body shared the names and mobile numbers of people they selected with iPLATO. iPLATO hold these details for up to 30 days. After this time, all details are destroyed.

People who choose to enrol in Heartburn Health complete the online enrolment form by clicking the link in the text message. In the form, they provide their contact details again, including name and mobile number. iPLATO then securely transfers the enrolment form responses to Queen Mary University of London for people who consent.

Your personal details will not be shared beyond iPLATO or used in any other way without your permission.

Who has approved the use of NHS data for this purpose?

The use of NHS data for this purpose has been approved by the Health Research Authority. The Health Research Authority has given [section 251 support](#) based on advice from the Confidentiality Advisory Group. The Confidentiality Advisory Group is an independent body who provide expert advice on the use of confidential patient information.

Patients and members of the public from across the UK were asked about their views on the use of NHS data for this study and provided support.

How do I stop the use of my NHS data in this way in future?

If you live in England, you can use the national data opt-out service to opt out of your confidential patient information being used for research and planning. You can find out more about the national data opt-out here:

<<https://digital.nhs.uk/services/national-data-opt-out>>.

If you live in Wales, information about how your data may be used, and how to opt out, is available via the DHCW website here: Heartburn Health Programme Opt Out - Digital Health and Care Wales