

Data Protection Statement

How we will use and manage your feedback and the information you provide

Staffordshire and Stoke-on-Trent Integrated Care System (ICS) would like to understand your experiences of maternity services.

Staffordshire and Stoke-on-Trent ICS has commissioned NHS Midlands and Lancashire Commissioning Support Unit (MLCSU) to collect, handle and process the responses gathered for this engagement. MLCSU uses a survey tool called Snap which is owned by Snap Surveys Ltd, an organisation specialising in the delivery and management of surveys. Any information you provide will be added to Snap for analysis and handled in accordance with General Data Protection Regulations (GDPR) and the Data Protection Act 2018.

The survey also asks respondents to provide the first half of their postcode and demographic profiling data (age, gender, ethnicity etc.). This information is used to check if the responses are representative of the demographics of the whole local population.

The postcode data will also be used to profile and segment those participating in this engagement. This will be done using the Acorn Geodemographic segmentation tool which allows us to build a profile of participants' health and wellbeing and compare it with the local population.

The postcode is also used to profile by UK Index of Multiple Deprivation (IMD) and the NHS index postcode directory which classifies postcodes by local authority, ward and health service commissioning area. All of the data will be available to MLCSU, and Staffordshire and Stoke-on-Trent ICS will receive some of the responses which will then be inputted into Snap. You do not have to provide this information to take part in the survey.

Any reports published using what we have learned from the questionnaire will not contain any personal identifiable information and only show feedback in anonymous format. These anonymised results may be shared publicly, for example on NHS public-facing websites or printed and distributed.

Your involvement is voluntary. You are free to stop completing the questionnaire at any

time which if you are completing this online you can do by closing this webpage. Only submitted responses will be included in the analysis. You can also refuse to answer questions in this survey, should you wish.

All information collected through this survey will be held for five years from the date of survey closure, in line with the Records Management Code of Practice for Health and Social Care 2016, which all NHS organisations work under.

If you have any queries about your involvement with this questionnaire, please email: mlcsu.involvement@nhs.net(opens in new window).