



EndoWell Privacy Notice

Registered name: ENDOWELLNESS LIMITED

Contact details

Email info@endowell.co.uk

Welcome to EndoWell's privacy notice. This has been updated in October 2026. EndoWell is the trading name of ENDOWELLNESS LIMITED, a company registered in England and Wales under the registration number 16450236 whose registered address is St Mary's House, Netherhampton, Salisbury, Wiltshire, United Kingdom SP2 8PU and whose trading address is at Platinum Medical Centre, The Wellington Hospital, 15-17 Lodge Road, London NW8 7JA.

EndoWell is committed to protecting and respecting your privacy. This Privacy Notice explains how we collect, use, store and protect personal information in accordance with UK data protection legislation, including the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

To provide a service to patients, it is necessary that both doctors and non-medical staff working with EndoWell have access to patient medical records and this access is kept to a necessary minimum. We take information about patients, asking that it be accurate and up-to-date, to ensure that you receive the best possible care. We also collect this information to respond to your queries and tailor our support to suit your needs.

We are the controller of your personal data. For more information on controllers and their responsibilities please see our guidance on [data protection principles, definitions, and key terms](#).

This privacy notice tells you what to expect us to do with your personal information.

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What information we collect, use, and why

We collect or use the following information **to provide patient care, services, pharmaceutical products and other goods:**

- Name, address and contact details
- Gender
- Date of birth
- NHS number
- Hospital number
- Next of Kin details including any support networks
- Emergency contact details
- Health information (including medical conditions, allergies, medical requirements and medical history) – this is a special category, subject to additional protection due to its sensitive nature
- Information about care needs (including disabilities, home conditions, medication and dietary requirements and general care provisions)
- Test results (including psychological evaluations, scans, bloods, x-rays, tissue tests and genetic tests)
- Insurance policy details
- Records of meetings and decisions

We collect or use the following personal information **for information updates, marketing or market research purposes:**

- Names and contact details
- Addresses
- Marketing preferences
- Website and app user journey information
- IP addresses
- Records of consent, where appropriate
- Information provided through website contact forms and community registration forms
- Areas of interest and preferences voluntary provided by users.

EndoWell Community

Individuals may choose to join the EndoWell Community through forms available on our website. Information collected may include:

- Name
- email address

- areas of interest.

This information may be used to provide educational content, updates about EndoWell initiatives, opportunities to provide feedback, information about future EndoWell services, initiatives and events, and other communications that individuals have consented to receive. Individuals may unsubscribe from these communications or withdraw their consent at any time.

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Addresses
- Correspondence
- Health information – this is a special category, subject to additional protection due to its sensitive nature

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)

- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information **to provide patient care, services, pharmaceutical products and other goods** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information **for information updates, marketing or market research purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right

to object. To be clear, you do have the right to withdraw your consent at any time.

Where we get personal information from

- Directly from you
- Family members or carers
- Other health and care providers
- Insurance companies
- GPs or other referring colleague
- WhatsApp and Messaging Services: patients and other individuals may choose to communicate with EndoWell using WhatsApp or other messaging services. Information shared through these communications may include personal information and, in some cases, health information. Such communications may be processed by the relevant platform provider in accordance with its own privacy policy and terms of service. EndoWell uses reasonable measures to protect confidentiality and privacy. However, individuals should be aware that third-party messaging platforms are not intended to replace secure medical records or formal clinical communication systems.
- Social Media Platforms: if you choose to interact with EndoWell through social media platforms such as Instagram, YouTube, LinkedIn or other social media services, information shared through those services may be processed by the relevant platform providers in accordance with their own privacy policies and terms of service.

How long we keep information

All patient records are maintained digitally on a cloud-based Patient Management System. Each user of the system has an individual login. If any member of staff leaves EndoWell, we will disable the login. We store personal information for 8 years, a standard length of time. Information submitted through the EndoWell Community may be retained for as long as an individual remains subscribed to receive communications from EndoWell, unless a request for deletion is received or a different retention period is required by law.

Who we share information with

Patient information may be shared for the purposes of providing direct patient care or statutory requests.

Data processors

Cliniko. This data processor does the following activities for us: Practice management software - electronic patient record

Pharmacierge. This data processor does the following activities for us: processing medical prescriptions and medication delivery services.

SignatureRx. This data processor does the following activities for us: electronic prescribing and prescription management services.

SAGE Accounting, Stripe. These data processors do the following activities for us: Financial data regarding payments; we do not store the financial data.

Wix.com Ltd. This data processor does the following activities for us: website hosting, website forms, customer relationship management and communication management services.

Others we share personal information with

- Other health providers (eg GPs and consultants)
- Insurance companies, brokers and other intermediaries
- Care providers
- Emergency services
- Organisations we're legally obliged to share personal information with
- Digital and AI-assisted Services: EndoWell may use approved digital technologies, including **Heidi Health**, to support administration and record keeping. Any such use is subject to appropriate confidentiality, information governance, data protection and security requirements.

Duty of confidentiality

We are subject to a common law duty of confidentiality. However, there are circumstances where we will share relevant health and care information. These are where:

- you've provided us with your consent (we have taken it as implied to provide you with care, or you have given it explicitly for other uses);
- we have a legal requirement (including court orders) to collect, share or use the data;
- on a case-by-case basis, the public interest to collect, share and use the data overrides the public interest served by protecting the duty of confidentiality (for example sharing information with the police to support the detection or prevention of serious crime);
- If in England or Wales – the requirements of The Health Service (Control of Patient Information) Regulations 2002 are satisfied; or

- If in Scotland – we have the authority to share provided by the Chief Medical Officer for Scotland, the Chief Executive of NHS Scotland, the [Public Benefit and Privacy Panel for Health and Social Care](#) or other similar governance and scrutiny process.

Sharing information outside the UK

Where necessary, we will transfer personal information outside of the UK. When doing so, we comply with the UK GDPR, making sure appropriate safeguards are in place.

For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please contact us using the contact information provided above.

Organisation name: Cliniko

Category of recipient: Electronic patient record practice management software provider

Country the personal information is sent to: Australia

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

Where necessary, our data processors may share personal information outside of the UK. When doing so, they comply with the UK GDPR, making sure appropriate safeguards are in place.

For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please contact us using the contact information provided above.

Organisation name: Cliniko

Category of recipient: Data processor - practice management software

Country the personal information is sent to: Australia

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>