



UK Health  
Security  
Agency

## **e-Bug Privacy Notice**

## Summary of Initiative/Policy

The UK Health Security Agency (UKHSA) is an executive agency, sponsored by the Department of Health and Social Care (DHSC). UKHSA are responsible for planning, preventing, and responding to external health threats, and providing scientific and operational leadership at local, national and international level to protect the public's health and build the nation's health security capability.

e-Bug, operated by the UKHSA, is a health education programme that aims to promote positive behaviour change among children and young people to support infection prevention and control efforts, and to respond to the global threat of antimicrobial resistance. e-Bug provides free resources for educators, community leaders, parents, and caregivers to educate children and young people and ensure they are able to play their role in preventing infection outbreaks and using antimicrobials appropriately.

This privacy notice explains what personal information UKHSA collect, use, and may share for the e-Bug programme. It explains what your rights are if we hold your personal information, and how you can find out more or raise a concern. DHSC is the data controller for the personal information we collect, store, and use to fulfil our remit.

This privacy notice covers and is provided on the language versions of the e-Bug website that UKHSA owns and is translated on these.

The e-Bug programme materials and website can be commissioned to other countries and where this is the case, they are responsible for producing their own privacy notice that covers the personal information they collect. This will be provided in their language and on their section of the website.

## What personal information we collect

The personal information we collect, and use includes individuals':

- Email address and professional role - when individuals sign up to our newsletter - the newsletter is sent quarterly, includes news, updates, content and more from the e-Bug programme, and individuals can unsubscribe by clicking the unsubscribe link in the footer of any email received or by emailing [e-Bug@ukhsa.gov.uk](mailto:e-Bug@ukhsa.gov.uk)
- Name, email address, organisation, job role - when individuals contact us with enquiries using the contact us form on the website.
- We may also collect personal information on individuals involved in our initiatives (e.g. surveys), this will be limited to what is needed and will be specified at the time.

The e-Bug website also collects and uses cookies. Cookies are small files saved on your phone/tablet/computer when you visit the e-Bug website, which are used to help us analyse how you use the website. The cookies do not collect any personal information, including IP address. For full details on our use of cookies, please see our [cookies page](#).

Commented [ZL1]: Add link to cookies page/notice once complete (see email)

## **How we collect your information**

This personal information comes directly from yourselves when you sign up to our newsletter, send us queries, or become involved in our initiatives.

## **The purposes we use your information for**

We use your information for:

- Communication purposes - to send you our newsletter and to respond to your queries
- Research purposes - to evaluate the success of the e-Bug programme and to support our initiatives that you may be involved in

## **How we protect your information**

Your personal information is protected in a number of ways.

Electronic information is stored on secure computer systems and on password protected documents on UKHSA servers. Any hard copies of your personal information will be kept in a locked cabinet in an UKHSA office.

Your personal information can only be seen by authorised staff who have been specifically trained to protect your privacy. Where we share it with other organisations, we only do so using secure computer systems or encrypted emails.

No information that could identify an individual will ever be published by UKHSA.

## **Where we store your personal information**

Personal information collected and used by the e-Bug programme is stored in the UK by UKHSA.

UKHSA also share information with our international e-Bug partners in the scenarios explained in the sharing section below.

Where we share any personal information outside of the UK, we ensure this complies with data protection laws to ensure your rights over your personal information are protected. For instance, we share it with countries formally recognised by the UK government as providing legal protections over privacy or at least equivalent to those that apply here in the UK, such as the countries of the European Economic Area (EEA).

For other countries, we ensure a similarly appropriate safeguard is in place.

## **Who we share your information with**

We share information with international e-Bug partners in the following scenarios:

- To assist in the roll out of e-Bug resources and training across other countries, we may share information and analysis with our international e-Bug partners. Where we do this, we do not share any personal information of individuals.
- We only share personal information of individuals (name, email address, query) with international e-Bug partners when an individual contacts us with a query via the contact us form on the website and requests a response from their international e-Bug agency. This is because queries sent using the contact us form are initially sent to UK e-Bug team and then forwarded to the relevant contact person/country.

## **How long we keep your information**

Where individuals have provided email addresses to be included in our newsletter, email addresses will be stored on our mailing list, with the option to unsubscribe from receiving this communication on each communication. Should an individual opt to unsubscribe, their email address will be deleted from our records.

Any personal information collected for our initiatives, will only be retained for as long as necessary.

## **Legal basis for processing personal data**

Under the UK General Data Protection Regulation (GDPR) and article 6, the lawful bases we rely on for processing this information are:

- (a) Your consent
- (b) Performance of a task carried out in the public interest or in the exercise of official authority vested in the controller

## **Your rights as a data subject**

Under data protection law, you have a number of rights over your personal information. You have the right to:

- ask for a copy of any information we hold about you
- ask for any information we hold about you that you think is inaccurate to be changed

- ask us to restrict our use of your information, for example, where you think the information we are using is inaccurate
- object to us using any information we hold about you, although this is not an absolute right, and we may need to continue to use your information – we will tell you why if this is the case
- delete any information we hold about you, although this is not an absolute right, and we may need to continue to use your information – we will tell you why if this is the case
- ask us not to use your information to make automated decisions about you without the involvement of one of our staff

You can exercise any of these rights by emailing [InformationRights@UKHSA.gov.uk](mailto:InformationRights@UKHSA.gov.uk) or writing to us:

Information Rights Team  
UKHSA  
5th Floor, 10 South Colonnade  
London  
E14 4PU  
United Kingdom

You will be asked to provide proof of your identity so that we can be sure we only provide you with your information.

#### **Comments or complaints**

If you would like to find out more about the e-Bug programme, you can contact us at [e-Bug@ukhsa.gov.uk](mailto:e-Bug@ukhsa.gov.uk)

Anyone unhappy or wishing to complain about how personal information is used as part of this programme, should contact [data\\_protection@dhsc.gov.uk](mailto:data_protection@dhsc.gov.uk) in the first instance or write to:

Office of the Data Protection Officer  
Department of Health and Social Care  
1st Floor North  
39 Victoria Street  
London  
SW1H 0EU

Anyone who is still not satisfied can complain to the Information Commissioners Office. You can do so by calling the ICO's helpline on 0303 123 1113, visiting the ICO's website at [ico.org.uk](http://ico.org.uk) or by writing to:

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

**Changes to this policy**

This privacy notice is kept under regular review, and new versions will be available on our privacy notice page on our website. This privacy notice was last updated on 16th May 2024.

For more information on how UKHSA processes individuals' personal information, please also see [UKHSA privacy notice - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/ukhsa-privacy-notice)