

NHS England's Health and Care Innovation Expo Privacy Notice

NHS England is responsible as a data controller for the processing of personal data you provide when you register for the Health and Care Innovation Expo (Expo). We run the Expo and process personal data in accordance with our statutory powers, and for data protection purposes, in the exercise of official authority. We may send your details to event sponsors when you have consented by requesting us to do so – see below.

Your personal data will be used for the purposes of facilitating your attendance at Expo, to send you information about Expo events and sponsors, and for statistical analysis of attendance at events. NHS England may also send you details of other events which may be of interest to you which you may request that NHS England stops at any time, by clicking unsubscribe in the email.

NHS England's event supplier Dods Parliamentary Communications Limited (Dods), acting as a data processor on our instructions, will send you information about the Expo event that you are registering for, and about future Expo events, including:

- a monthly Expo email newsletter
- an ad hoc sponsored Expo email newsletter
- ad hoc emails with latest updates on the Expo event

These e-mails will offer you the opportunity to unsubscribe, and you can opt-out by contacting healthexpo@dodsgroup.com.

Your Expo booking will be processed by Eventsforce on behalf of NHS England and you will be sent an electronic badge from the chosen registration provider, who has an electronic link to the Eventsforce booking system. Eventsforce and the chosen registration provider are contracted to Dods to provide these services for NHS England.

If you sign up to attend a session or activity at Expo, Dods will pass on your name, job title, email address and organisation to the sponsor/session lead to allow them to register your attendance with them.

When you attend a session, activity or exhibition stand, the sponsor of that session/activity or the exhibiting organisation may want to contact you after the Expo event with further information about their services. By allowing your badge to be scanned you are consenting for them to do this. This will enable Dods to provide the session or activity lead or exhibiting organisation with your name, job title, email address and organisation information after the event. If you wish to indicate that you do not want this to happen prior to the event, even if your badge is scanned, please email the NHS Expo team on healthexpo@dodsgroup.com. If you wish to withdraw your consent to be contacted after the event – and we have already sent your details – please refer to the exhibiting organisations, session or activity lead's privacy policy.

If you have accessibility requirements, with your permission we will provide your details to a third party e.g. a Speech to Text Reporting provider.

If you register to use the Expo app, your details will be provided to the chosen app provider, unless you tell us that you do not wish for your information to be shared. Your name, job title and organisation will be published to the attendee list on the app, unless you tell us that you do not wish for these details to be published on the app. In this case, please email the NHS Expo team on healthexpo@dodsgroup.com.

Photographs and filming of the event, which may include crowd shots, will be taken at Expo and used for publicity and marketing materials. If you have any concerns about this please email the NHS England Expo team england.expo@nhs.net.

If you are booking on behalf of someone else, then you will be asked to provide your personal details, confirm that they have asked you to do this and have provided them with this notice.

Your personal record is retained for 3 years from your last registration in accordance with the NHS England records retention schedule. This can be made available upon request – see our [Privacy Notice](#).

You have a right to object to the processing of your personal data by NHS England. If you would like to access the personal data we process about you, to update your contact details and preferences, or to tell us you no longer want us to store or process your personal data, please email the NHS England Expo team england.expo@nhs.net.

NHS England's data protection officer can be contacted at england.dpo@nhs.net.

NHS England's [Privacy Notice](#) describes how we use personal data and explains how you can contact us and invoke your rights as a data subject. We will protect your information in line with the requirements of the Data Protection Act 2018. This can be found at <https://www.england.nhs.uk/contact-us/privacy/privacy-notice/>.