Privacy Notice

Protecting Your Personal Information: Your Rights, Our Responsibilities

AKG Health are committed to being transparent and open about the data we process. This Privacy Notice explains what we do with your personal information that we collect, why we need it, who we share it with and how long we keep it for. An up-to-date version of this Privacy Notice is also available on our website.

Your personal information is the information that identifies you - like your name, address and other contact details. We receive this, and other information, when you are referred to us or when you self-refer for health and wellbeing support and interventions. We will collect more information from you and your referrer whilst we are supporting you.

AKG Health will ensure that your privacy is protected and that your information is safe. In order to stop unauthorised access or sharing we have put in place physical, electronic and compliance procedures to safeguard and secure the information we collect from you, including your online details. AKG Health hold ISO27001 Certification, an international standard for information security.

Our reasons and legal basis for processing your information

AKG Health operate under contract with organisations that refer people to us to receive our services. We receive information from these organisations, and from you, to allow us to offer health and wellbeing support and interventions. This will be done over the telephone or by virtual meetings e.g. on Teams, or it may be delivered face to face in a partner or community premise. We need this information to deliver the best service and support to you and for the referring organisations to check that we are providing you with a good service and to make the right payments to us for delivering our services.

AKG Health may operate as the Data Controller, Joint Data Controller or the Data Processor for your personal data, including special categories of personal data, such as health information.

AKG Health may also be an Independent Data Controller for some personal data which may not be jointly shared with a referring organisation, such as personal data relating to health and safety, safeguarding, complaints handling or audit required.

Our lawful basis for processing personal information is for legitimate interests, in order to provide relevant support and interventions.

Our lawful basis for processing special category data is the consent of the individual we are working with.

Why do we collect personal information about you?

AKG Health offer health and wellbeing advice and interventions to individuals.

Some of the key stages of the referral are:

- The referring organisation or the individual will usually complete a referral form with name and contact information and send it to us.

- Our health coaches will then contact you and carry out an initial assessment/risk assessment and where applicable signpost you to other relevant support organisations.
- Our health coaches will work with you to identify any support they are able to provide to help support you in managing your health needs.

What sort of information do we ask for or receive?

AKG Health receive some information about you from the referral. During your engagement with us further information will be collected in order to offer you the best and most appropriate support.

AKG Health may also be granted direct access to the referring organisations systems and data. Where this is the case, the referring organisation will explain this to you.

The information we collect may include:

- Name
- National Insurance number
- Email address
- Telephone number
- Address
- Date of Birth
- Gender
- Ethnicity
- Details of any special requirements due to a disability, mental or physical condition if relevant
- Any communication needs, complex needs or vulnerabilities
- Advanced support concerns or additional needs
- Any KCIS (Keeping Customer Interactions Safe) marker and safety and safeguarding arrangements
- Whether you fall into a specific group such as an ex-offender, homeless, care leaver, veteran, carer, substance dependent

Whilst we are working with you, we will collect more information from you so that we can provide the best support and make sure we are able to provide a referring organisation with the information they require.

Based on our interactions with you, we will make recommendations to you and to the referring organisation as to further support you may require or benefit from.

You may also choose to share other information with us in relation to your personal and domestic situation or family circumstances or any other information that could affect your health.

All this information is stored securely in the company's IT systems.

We will record details of conversations and interactions with you and to help improve the accuracy and quality of our records we use Beam Notes powered by Beam, a secure AI-powered tool. This helps us create clear and accurate notes which will assist in improving the quality of the support we can offer. Before recording our conversations, we will make sure you are happy for us to record and ask for your consent. If you do not agree to the recording, we will capture the same information by taking notes manually.

We may also use Interpret (Real Time Translation) which is hosted in the Beam Notes website. Interpret is used to increase access to support for clients for whom English is not their first language and improve outcomes. Interpret translates conversations in real time, but there is an option to transcribe that conversation in Beam Notes if required.

The recording within the Beam Notes system is stored in the UK and is retained for 60 days before it is automatically deleted. The transcription of the recording is reviewed and amended where relevant and the summary uploaded to your case record.

What do we use the information for?

We use the information collected or given to us by you, to enable us to offer health and wellbeing advice and interventions.

Based on our interactions with you, we will make recommendations to you and to the referring organisation as to further support you may require or benefit from.

Who do we share your information with?

We will share your information with the organisation that referred you to us, with contract commissioners, our partners where relevant.

Where possible we will signpost you or ask you to self-refer to other organisations that we think may be able to help you with any identified support needs. There may also be occasions where we will refer you to other organisations, but we will only do this if you agree to this referral.

There may be times when we are legally required to share information with statutory agencies such as the Police, Local Authorities, Courts or HMRC. This may be in relation to employment statistics, safeguarding risks, criminal or civil proceedings or fraud. Information can be shared without your knowledge in these circumstances.

There may be other times when we are requested to provide information we hold on you by third parties not related to the delivery of our services, where required, we will seek your explicit agreement before providing any information.

If we were to sell or transfer our business or part of our business this may involve the transfer of our operations and/or records to another organisation(s). As part of the sale or transfer, your personal data may be transferred to the new organisation(s) who will, under the terms of this Privacy Notice, be permitted to use this data for the purposes for which it was collected i.e. to deliver health and wellbeing support and interventions.

We do not share or store your information with bodies outside of the UK and EU.

How long do we keep your information?

We will keep your information for the period agreed under contract with the referring organisation.

Your Rights and how to get a copy of the information we hold on you

You have rights under the law including the right to see the information we have relating to you, to ask us for a copy of it, to have it changed if it's not right, or out of date, or to have it deleted.

No payment is required for a copy of your information and we will provide it to you within one month of you asking for it. To get a copy of your information contact DPO@akguk.co.uk. You may need to provide your full name and date of birth and current address. Additional identification may also be required such as a driving licence, passport or Birth Certificate.

What if you are unhappy about the information we keep about you?

If you aren't happy about how we are looking after your information, then you should talk to us about it. You can contact the Operations Director at Heidi.Fish@akguk.co.uk
Alternatively, you can contact the Data Protection Officer at DPO@akguk.co.uk

After talking to us, if you are still not happy you can contact the Information Commissioner's Office who can be contacted at:
Information Commissioner's Office
Whycliffe House, Water Lane
Wilmslow, Cheshire. SK9 5AF
Telephone 0303 123 1113

Further information about the work of the Information Commissioner and about data protection can be found at www.ico.org.uk

Website Access and Usage

Our website uses cookies - a cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Declining cookies may prevent you from taking full advantage of the website.

This Privacy Notice may periodically be updated. Updated versions will be published on our website. This Notice was last updated on 22/10/2026.