GENERAL PRACTICE
MEDIATION

Privacy Policy

Last updated 8 October 2026

General Practice Mediation is a trading name of Dr Clare Sieber Ltd (company number 12599883). Dr Clare Sieber Ltd is the data controller responsible for the personal information processed in connection with General Practice Mediation's services.

Video Conferencing

General Practice Mediation uses Microsoft Teams for video conferencing to deliver its service. The personal data processed by Microsoft Teams to provide the video conferencing service may include:

- Name or display name and contact details
- IP address and technical information about your device and connection
- Approximate location information

When you participate using your camera or microphone, the data transmitted through Microsoft Teams from your device includes:

- Image/video
- Voice

Mediation sessions are not recorded, and no formal minutes are taken.

Other data

The personal data General Practice Mediation collects to deliver its mediation service includes:

- Name
- Email address
- Role
- Business Address
- Any other information you provide by email to enable General Practice Mediation to deliver its services.

What we do with your data

Email addresses will be used to distribute meeting invitations, make requests for information and documents for signing.
We will not:

- Sell or rent your data to third parties
- Share your data with third parties for marketing purposes

We will share your data if we're required to do so by law – for example, by court order, or to prevent fraud or other crime.

Video conference tools used (data processors)

Microsoft Teams
You can read more about how Microsoft processes personal data, including information about Microsoft Teams and cookies, in the Microsoft Privacy Statement.

Customer relationship management

General Practice Mediation uses Salesforce as its primary customer relationship management system. It holds publicly sourced organisation information, including relationships between GP practices, PCNs, ICBs, partnerships and federations, together with professional contact records.

Individual records include first name, last name, email address and organisation name. Where available, they may also include job role or titles, other linked organisations, the NHS ODS code of the primary organisation, a LinkedIn profile URL and a phone or mobile number. Where an email address is obtained from a public source for business marketing, we also record the webpage on which it is published. Expressed marketing preferences, including newsletter opt-ins and opt-outs, are recorded.

When a potential engagement is identified, copies of email correspondence are stored in Salesforce against the relevant individual and opportunity records. Opportunity records include the service value and opening and sales closure dates. Campaign records link individuals to webinar or event registration and attendance.

How long General Practice Mediation keeps your data

We keep personal data only for as long as it is needed for the purposes described in this policy or to meet applicable legal requirements.

Invoices, signed terms and conditions, and mediation agreements are retained for seven years.

Once the service or mediation has concluded, emails will be deleted.

Other Salesforce records, such as contact details, opportunity summaries, event records and marketing preferences, are assessed separately and kept only while there is a continuing justified purpose.

Where your data is processed and stored

Personal data is processed and stored using Microsoft OneDrive for document storage and Salesforce for customer relationship management. Adobe e-signatures is used for the electronic signing of agreements, and Microsoft Teams is used for video conferencing.

Your rights

You have the right to request:

- Information about how your personal data is processed
- A copy of that personal data - this copy will be provided in a structured, commonly used and machine-readable format
- That anything inaccurate in your personal data is corrected immediately

Your rights (continued)

You can also:

- Raise an objection about how your personal data is processed
- Request that your personal data is erased if there is no longer a justification for it
- Ask that we only process your data in certain circumstances

You have the right to:

- Withdraw your consent - this can be done at any time
- Request a copy of your personal data - this copy will be provided in a structured, commonly used and machine-readable format

Changes to this notice

We may change this privacy notice. When we make changes to this notice, the 'last updated' date at the top of this page will also change. Any changes to this privacy notice will apply to you and your data immediately.

Questions and complaints

If you have questions about this Privacy Policy, or wish to raise a concern or complaint about how General Practice Mediation handles your personal data, please contact us at contact@generalpracticemediation.co.uk.

We will acknowledge data protection complaints within five working days and take appropriate steps to investigate and respond without undue delay, keeping you informed of progress.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's independent data protection regulator.

https://ico.org.uk/make-a-complaint/

Complaints about our mediation and related services are handled under our separate **Complaints Handling Procedure**.

DOCUMENT INFORMATION

Document	Privacy Policy
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