

Information use for Heartburn Health invitations

The Heartburn Health programme is run by people from the University of Cambridge and King's College London. We are working with NHS England and iPlato to send text messages on our behalf inviting people to join the programme.

Who sent the text message?

A trusted company called iPlato has sent the text message with the help of NHS England on behalf of the Heartburn Health team. iPlato already works with NHS bodies to send messages and hold health data as part of standard care. Data storage at iPlato meets all NHS standards. You can find more about their privacy policy [here](#).

How have I been selected?

NHS England identified people based on their age, sex and postcode. Anyone who has chosen to opt out using the National Data Opt-Out scheme has not been selected.

How were my personal details used?

To send the text messages, NHS England shared the names and mobile numbers of people they selected with iPlato. iPlato hold these details for up to 4 weeks. After this time, the details are destroyed for anyone who does not choose to take part in the study.

Your personal details will not be shared beyond iPlato or used in any other way without your permission.

Who has approved the use of NHS data for this purpose?

The use of NHS data for this purpose has been approved by the Health Research Authority based on advice from the Confidentiality Advisory Group.

Patients and members of the public from across the UK were asked about their views on the use of NHS data for this study and provided support.

How do I stop the use of my NHS data in this way in future?

The national data opt-out is a service that allows people to opt out of their confidential patient information being used for research and planning. You can find out more about the national data opt-out [here](#).