

Pseudonymisation of your information

We will use as little information about you as possible for our work. Where practical we will use **de-personalised** information (where personal information is replaced by something else such as a reference number – also known as pseudonymised information) or **anonymous** information (where personal information is removed altogether).

Personal Information

To provide you with a service, we need to know enough about you to ensure that the service you get is appropriate – this might include your name, address, requirements, history, problems etc.

De-personalised Information

Sometimes we only need to know something about you. For example to plan how services are provided we might need to know things like numbers, gender, age and the area where you live. But not your name and address. So we replace your name and address with reference numbers.

By using a reference number we can re-identify you if we need to – for example if planning reveals we can provide a different or better service. But we will only re-identify in exceptional circumstances and limit who can do it.

Anonymous Information

At other times we won't need to identify or re-identify you at all. Perhaps so we can report to government, or publish statistics or for research. To do this we will remove your personal information completely.

The range of information we use

Clearly there is a range of your information available for us to use depending on circumstances. This will include information that directly identifies you at one end of the scale, to information that is so general it won't identify anyone:



The more personal information we replace/remove, the less obvious it is that the remaining information is about you. Where we can, we will use de-personalised or anonymous information.