

Your privacy on Smokefree

Smokefree is a public health campaign initiated and supported by Public Health England.

Public Health England is the Data Controller for this website under the Data Protection Act 1998. Public Health England will process your data in accordance with the Data Protection Act. The purpose of the privacy policy is to inform you as a user of the Smokefree website about what information Public Health England collects when you visit the website, how Public Health England use the information, whether the information is disclosed and the ways in which Public Health England protects users' privacy.

Public Health England wants you to feel secure when visiting this website. We are committed to respecting your privacy. Below, we give an overview of how Public Health England does that.

Information Public Health England collects

Public Health England collects information indirectly and directly.

Indirectly

When you access www.nhs.uk/smokefree, Public Health England uses technology to collect information indirectly such as;

- [Your Internet address which is then kept in our Internet access logs.](#)

Directly

Public Health England collects information directly from you in a number of ways. One way is through the use of cookies. Cookies are small files of information that save and retrieve information about your visit to our site for example:

- [how you entered our site](#)
- [how you navigated through the site](#)
- [What information was of interest to you](#)

We do not collect any personal information in the cookies we use. The cookies we use identify you merely as a number. (If you are uncomfortable regarding cookies use, please keep in mind you can disable cookies on your computer by changing the settings in the preferences or options menu in your browser.)

Smokefree registration

Public Health England also collects information when you give it to us on registering for Smokefree. When we collect this type of information, we will notify you as to why we are asking for information and how this information will be used. It is completely up to you whether or not you want to provide it.

Links to Facebook

When visiting pages that display a 'Facebook Like' button, information relating to

- the date and time of your visit
- the web page you are on (commonly known as the URL) and
- other technical information about the IP address, browser and operating system you use will be collected by Facebook. If you are already logged into Facebook and click the 'Facebook Like' button on the Smokefree site, your user ID number will also be associated with the information mentioned above. For more information, read the [Facebook privacy policy](#).

How does Public Health England use the information collected by cookies?

We analyse it to see what is most effective about our site, to help us identify ways to improve it, and to make it more effective.

Details of the cookies in use on this site can be found on the [nhs.uk Cookies policy page](#).

Will Public Health England disclose your information to or share it with other organisations?

As a Government Department, Public Health England does not share data with other organisations unless the law permits us to do so. Public Health England does not sell individual information. We will share it only with our authorised Data Processors who must act at all times on our instructions as the Data Controller under the Data Protection Act 1998. Before you submit any information, Public Health England will notify you as to why we are asking for specific information and it is completely up to you whether or not you want to provide it.

While Public Health England only shares your information with the Data Processors, when you visit pages on our site that display a Facebook Like button, Facebook will collect information about your visit. For more information, read the relevant section of the [Facebook privacy policy](#).

Public Health England may give you access to your information

You are entitled to know whether we hold information about you and, if we do, to have access to that information and require it to be corrected if it is inaccurate.

You can do this by contacting:

Public Information Access Office
Wellington House
133-155 Waterloo Road
London
SE1 8UG

Email FOI@phe.gov.uk

Your data is kept under secure conditions

We take appropriate steps to maintain the security of your data on our websites. You should understand that the open nature of the Internet is such that data may flow over networks without security measures and may be accessed and used by people other than those for whom the data is intended. Our intention is that this should not happen and we take measures to ensure that it does not.