

Maternity and Neonatal Independent Investigation Privacy Notice (Call for Evidence)

Summary of initiative or policy

On 14 August 2025, the Secretary of State for Health and Social Care announced the appointment of Baroness Amos as Chair of the Independent National Maternity and Neonatal Investigation (here on referred to as ‘the Investigation’) to understand the systemic issues behind why so many people, babies and families experience unacceptable care.

The Investigation will review the quality and safety of maternity and neonatal care delivered to those that access the services across England, identifying routes to reduce the incidence and severity of harm. This will have a particular focus on the experiences of people, babies and families as they engage with all stages of the maternity and neonatal care pathway.

The voices of people who access the services and their families, including fathers and non-birthing partners, are critical to the Investigation and will shape the national recommendations it will publish.

The Investigation has launched a public Call for Evidence to capture a broad range of voices from people who have experienced pregnancy and their families that will be used as evidence in the Investigation. The Call for Evidence is an online survey where individuals are invited to share their experiences and views through a series of questions.

This Privacy Notice should be read in conjunction with the Maternity and Neonatal Independent Investigation Privacy Notice.

Data controller

The Department of Health and Social Care (DHSC) is the data controller for data received via the Call for Evidence. Data processors include:

- NHS England for the purpose of providing analytical support to the investigation.
- SocialOptic, which is a contracted supplier of DHSC. The supplier will host the online survey and collect the data digitally. They will then make it available to the Investigation team and named analysts in NHSE for analysis.
- MBA Group Limited, which is the supplier of digital mailroom services.
- Language Empire, which is the supplier of interpretation services.

- The supplier of the translation service which will be used to translate correspondence received by the Investigation in some foreign languages to English (to be updated when contract is finalised).

What personal data we collect

The Call for Evidence is anonymous, but includes optional questions related to:

- Postcode
- Age
- Sex
- Gender
- First language

Participants may also choose to share personal information through open text responses, although there is no obligation for them to do so. This personal information may include, but is not limited to:

- Name
- Address
- Date of birth
- Previous names
- Email address
- Nationality/immigration status
- Marital status
- Job title
- Information about children and other family members
- Information relating to an individual's sex life and/or sexual orientation
- Information relating to an individual's political opinion
- Information relating to an individual's religion or other beliefs
- Information relating to an individual's race or ethnicity
- Information relating to an individual's health conditions and disability status

Personal information will not be used to identify yourself or others. All experiences will remain anonymised for the purposes of evidence processing and use in the Investigation's reports and publications.

The Call for Evidence also includes optional questions relating to more sensitive information known as "special category data" which will allow the Investigation to capture demographic information about respondents. These questions relate to:

- Health conditions and disabilities
- Racial or ethnic group
- Sexual orientation

- Religion

All personal data we receive will be handled fairly and lawfully in accordance with data protection legislation.

How we use your data (purposes)

The voices of people who access the services and their families, including fathers and non-birthing partners, are central to the Investigation. The Call for Evidence is one of the principal routes through which the Investigation is collecting your experiences and those of families who have received maternity care across the country. Your experiences will inform the development of one clear set of national recommendations to achieve high quality, safe care across all maternity and neonatal services.

The Investigation collects and uses, and will - in time - destroy personal information and sensitive personal information, for the purposes of fulfilling the Investigation's terms of reference, which are published at:

[National maternity and neonatal investigation: terms of reference - GOV.UK](#)

The information provided by you via the Call for Evidence will be analysed to identify themes and sentiment and will be reported on in aggregate only. A large language model (artificial intelligence) may be used to aid the thematic analysis of data. If such a model is used, it will be used in a closed, secure environment. Information collected via the Call for Evidence will not be used for learning or training of the model. Outputs from the model will be used to support a manual analysis of key themes, and will be reviewed and quality assured by analysts before being incorporated into summary reporting.

Legal basis for processing personal data

Under Article 6 of the United Kingdom General Data Protection Regulation (UK GDPR), the lawful basis we rely on for processing personal data is:

(e) the processing is necessary to perform a task or function in the public interest or for our official functions and the task or function has a clear basis in law

In addition, we are processing special category data under the following conditions per Article 9 of the UK GDPR:

(g) reasons of substantial public interest (with a basis in law)

Data processors and other recipients of personal data

During the course of the Investigation, your personal information may be shared by DHSC with the following main groups:

- NHS England (NHSE) for the purpose of providing analytical support to the Investigation via a team of NHSE Analysts. Identifiable personal information will be anonymised.
- This Call for Evidence is hosted via an online platform owned by SocialOptic, which is a contracted supplier of DHSC. SocialOptic will delete any personal data in line with the retention and disposal periods outlined in this privacy notice, or earlier if instructed to do so by DHSC. Each organisation is responsible for holding personal information securely in accordance with data protection legislation.
- MBA Group Limited which is the supplier of the digital mailroom services. The supplier will process paper-based correspondence and provide digitisation services so that documents received can be made available in a digital format to the Investigation team and named analysts in NHSE.
- The supplier (to be confirmed) of the translation service which will be used to translate correspondence received by the Investigation in the following languages to English (this service also includes a provision to cover correspondence received in braille):
 - Polish
 - Romanian
 - Bengali
 - Arabic
 - Gujarati
 - Punjabi
 - Urdu
- Language Empire which is the supplier of interpretation services. The supplier offers telephone or video interpretation in a range of languages to allow individuals to share their experiences in their preferred language.

The Investigation may also share your personal data with the following external entities who will act as separate controllers of your personal data:

Courts, police, other law enforcements or regulators where we are required by law to do so, where the sharing is in the public interest or where we have obtained your consent to do so.

International data transfers and storage locations

Any personal information collected will be stored in the UK and managed in line with this privacy notice.

Storage of data by SocialOptic is provided via secure servers located in the UK.

Retention and disposal policy

Personal data will be retained by the Investigation on DHSC systems for the planned lifespan of the Investigation (10 months) and for the time it will take the DHSC Maternity Taskforce to develop a new national action plan to drive improvements across maternity and neonatal care (at least one year, then to be reviewed on an annual basis).

The responses submitted to the Call for Evidence will be retained on the SocialOptic platform. SocialOptic will securely erase the data held on their system one year after the online survey closes, or when instructed to do so by DHSC if the data has served its intended purpose (whichever happens earlier).

How we keep your data secure

DHSC uses a range of technical, organisational and administrative security measures to protect any information we hold in our records from:

- Loss
- Misuse
- Unauthorised access
- Disclosure
- Alteration
- Destruction

Your rights as a data subject

The processing of your personal data by the Investigation does not affect your legal rights under the UK General Data Protection Regulation and the UK Data Protection Act 2018.

These rights include:

1. The right to receive copies of information – you have the right to ask for a copy of any information about them that is collected and used.
2. The right to have information corrected – you have the right to ask for any information held about them that they think is inaccurate to be corrected.
3. The right to limit how the information is used – you have the right to ask for any of the information held about them to be restricted.

4. The right to object to the information being used – you can ask for any information held about them not to be used. However, this is not an absolute right, and continued use of the information may be necessary, you will be advised if this is the case.
5. The right to have information deleted – this is not an absolute right, and continued use of the information may be necessary, again you will be advised if this is the case.

Comments or complaints

If you or anyone else is unhappy or wishing to complain about how personal data is used as part of the Investigation, contact the DHSC Data Protection Officer:

Email: data_protection@dhsc.gov.uk

Post:

Data Protection Officer
Department of Health and Social Care
1st Floor North
39 Victoria Street
London
SW1H 0EU

Anyone who is still not satisfied can complain to the Information Commissioner's Office. Its website address is www.ico.org.uk and its postal address is:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9
5AF

Automated decision making or profiling

No decision will be made about individuals' data solely based on automated decision making (where a decision is taken about them using an electronic system without human involvement) which has a significant impact on them.

Changes to this policy

This privacy notice is kept under regular review. This privacy notice was last updated on 12 January 2026.