

Plants First Healthcare Coalition

Website Privacy Policy

Last Updated: September 2026

The Plants First Healthcare Coalition ("PFHC", "we", "us", "our") is a collaborative initiative between Plant-Based Health Professionals UK, Greener by Default, ProVeg UK, Real Zero, and MyNutriWeb. We work together to transform healthcare catering through plant-forward menus and sustainable practices.

This policy explains what personal data we collect through this website and our related activities, how we use it, and what rights you have. Because we act as Joint Controllers of certain personal data, this policy applies collectively to all five coalition members, alongside their own organisational privacy policies (see Section 9).

1. Who We Are

Plant-Based Health Professionals UK, Greener by Default, ProVeg UK, Real Zero, and MyNutriWeb act as Joint Controllers for the personal data described in this policy, in connection with hospital pilots, training, events, and healthcare education activities delivered under the PFHC.

A summary of how we share responsibility as joint controllers is available on request.

2. What Personal Data We Collect

We collect and process information necessary to facilitate hospital pilots, training, events and healthcare education, including:

- **Professional Contact Details:** names, emails, and job titles of NHS trust leads, hospital catering teams, suppliers, and wholesalers.
- **Training & Feedback:** feedback from kitchen teams, chef training evaluations, catering staff and leadership, and photos/videos from sessions (where explicit opt-in consent is provided).
- **Pilot Analytics:** institutional-level meal-based data (volumes purchased and served, waste, menu changes, procurement data, optional food cost data), and anonymous patient/diner satisfaction data.
- **Engagement Data:** CRM tracking of emails and participation in healthcare education events.

We may receive some of this data indirectly, including from public NHS lists.

3. How We Work Together

While we collaborate as joint controllers, specific members lead on different activities:

- **Chef Training & Culinary Education:** led by ProVeg UK, supported by Greener by Default.
- **Hospital Pilots:** jointly managed by Greener by Default, Plant-Based Health Professionals UK, and ProVeg UK. Supported by Real Zero.
- **Event Management & Dietetic Engagement:** led by MyNutriWeb, supported by ProVeg UK, Plant-Based Health Professionals UK and Real Zero.
- **Clinical Outreach (Doctors/Consultants):** led by Plant-Based Health Professionals UK.
- **Executive Suite Engagement & Business Case Development:** led by Real Zero and supported by MyNutriWeb and ProVeg UK.
- **Research:** jointly managed with external research partners under separate agreement.

4. Legal Basis for Processing

We primarily process personal data under:

- **Legitimate Interests** – to improve hospital food standards and sustainability; and
- **Consent** – specifically for marketing communications, photography/video, and certain training feedback.

Where we rely on consent, you can withdraw it at any time (see Section 9).

5. How Long We Keep Your Data

We retain personal data only for as long as necessary for the purposes set out in this policy, in line with the retention periods agreed in our Joint Controller Agreement:

Data Category	Retention Period	Rationale
Professional contact details	Duration of coalition activities, unless withdrawn by individual	PFHC engages with a number of professionals in the healthcare sector. Processing of professional contact details would only be via consent of individuals providing details or through publicly available contact details listed on NHS Trust websites and/or similar.
Training & feedback records	Duration of coalition activities, unless withdrawn by hospital	PFHC supports hospitals outside of designated pilot timeframes so data retention cannot be limited to just this period. Feedback is continually reviewed and required for impact reporting, service improvements and tailoring of our work.
Pilot analytics	Duration of coalition activities, unless withdrawn by hospital	PFHC supports hospitals outside of designated pilot timeframes so data retention cannot be limited to just this period. Analytics are continually reviewed and required for impact reporting, service improvements and tailoring of our work.
Engagement / CRM data	Duration of coalition activities, unless withdrawn	It is important for PFHC to retain an audit log of interactions with individuals and hospital trusts to ensure the efficiency and compliance of our work is retained at the highest standard. CRM data is

		managed internally by member organisations with only the relevant information shared across organisations.
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The data retention periods listed above are valid for the duration of the coalition. Should the coalition dissolve, data retention periods would revert to the individual member organisation's data retention policies.

6. Who We Share Data With

We use trusted service providers to help run our systems, including Google, Microsoft, HubSpot, and Mailchimp.

Some of our providers are based outside the UK, including in the United States. Where personal data is transferred internationally, we ensure it is protected through appropriate safeguards recognised under UK data protection law.

7. Cookies and Tracking Technologies

Our website may use cookies and similar technologies to help it function properly, understand how visitors use the site, and, where you consent, support marketing activities. These may include:

- **Strictly Necessary Cookies** – required for the website to operate and cannot be switched off.
- **Analytics Cookies** – help us understand how visitors interact with the site so we can improve it; this may be through tools such as Google Analytics.
- **Marketing Cookies** – used, with your consent, to support event promotion and communications.

You can manage or withdraw your cookie preferences at any time via our cookie banner/settings tool.

8. Your Rights

Under UK data protection law, you have the right to:

- Access the personal data we hold about you;
- Have inaccurate data corrected (rectification);
- Request erasure of your data in certain circumstances;
- Object to, or request restriction of, certain processing; and
- Withdraw consent at any time, where consent is our legal basis for processing.

You can exercise these rights against any coalition member. However, ProVeg UK acts as our central point of contact for general data inquiries relating to this coalition. Greener By Default acts as our deputy central point of contact.

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

9. Coalition Members' Privacy Policies

Each coalition member is separately responsible for its own organisational privacy practices. Please see their individual privacy policies below:

[Plant-Based Health Professionals UK – Privacy Policy](#)

Greener by Default – coming soon; please contact them [directly](#) for more details.

[ProVeg UK – Privacy Policy](#)

[Real Zero – Privacy Policy](#)

[MyNutriWeb – Privacy Policy](#)

10. Contact Us

To exercise your rights or ask a question about this policy, please contact ProVeg UK:

dataprotection@proveg.org

11. Changes to This Policy

We may update this policy from time to time to reflect changes in our practices or for legal or regulatory reasons. We will update the “Last Updated” date at the top of this page whenever we do.