

South Gloucestershire Council – Use of Magic Notes

Privacy Notice

Effective Date: 20 Aug 2025

Data Controller: South Gloucestershire Council

Purpose of this notice

This privacy notice explains how South Gloucestershire Council will collect, use, and protect your personal information when using **Magic Notes** as part of controlled pilot projects across Adult Services, Children's Services, and HomeChoice over the next 12 months.

This notice should be read in conjunction with our [General Privacy Notice](#).

What is Magic Notes?

Magic Notes is a secure digital tool that helps staff record and manage notes from meetings or conversations with service users. Instead of writing notes by hand, staff can use their workphone or laptop to record the conversation. This recording is safely stored and turned into a written transcript.

Using artificial intelligence (AI), Magic Notes creates a summary of the conversation based on agreed guidelines. Staff can also ask the system to simplify the summary into plain English or an easy-read version if needed.

Magic Notes also helps staff create reports. It can gather information from different conversations and automatically fill in report templates, saving time and making sure the information is clear and consistent.

This tool is designed to:

- Make note-taking quicker and more accurate
- Help staff focus more on the people they support
- Improve the quality and security of records
- Reduce paperwork and manual typing
- Support better service delivery

Importantly, Magic Notes does **not** make decisions about people. It simply helps staff record and organise information more efficiently.

Services Covered

This notice applies to the following services participating in the Magic Notes pilot:

- Adult Social Care Services
- Children's Social Care and Early Help Services
- HomeChoice and Housing Services

- Education learning and Skills

Permitted use of Magic Notes

Magic Notes may only be used for the following approved activities during the pilot:

- Personal, case, and group supervision
- Internal staff meetings
- Project meetings (with consent and no discussion of service users)
- Self-dictation
- HomeChoice homeless assessments and interviews
- Children's visits
- Dolls application (through a collection of reports and recorded conversation)
- Education Health and Care Plans EHCP (through a collection of reports)

Use in multi-agency meetings or joint visits involving children and families is **not permitted**, especially where Achieving Best Evidence (ABE) interviews may follow.

Why we collect your information

We collect and use your personal data to:

- Record interactions and observations during service delivery
- Support care planning and decision-making
- Improve service quality and responsiveness
- Ensure legal and regulatory compliance

Legal basis for using your data

The use of Magic Notes during this pilot is based on your **explicit consent** under:

- **Article 6(1)(a)** of the UK General Data Protection Regulation (UK GDPR) – for personal data
- **Article 9(2)(a)** – for special category data (such as health or care-related information)

This means:

- We will only use Magic Notes to collect and process your data **if you give clear, informed, and freely given consent**.

- **Consent will be obtained before any recording begins**, and it will be **verified again at the start of each recorded conversation**.
- Consent will be **verbal**, given at the start of each meeting or interaction, and **clearly recorded** in your case notes.
- We will keep a record of your consent and how it was given
- Consent must be **specific to each interaction**, and you will be told what data is being collected, why, and how it will be used.
- You can **withdraw your consent at any time**, and this will **not affect the support or services you receive**.
- If children are involved, staff will explain the process in an age-appropriate way and check the child's understanding. Consent from a parent or guardian will also be required unless the child is considered **Gillick competent**.
- Giving consent is **not a condition** for receiving services.

This pilot is separate from the council's usual legal duties to deliver services under laws like the **Care Act 2014**, **Children Act 1989**, or **Housing Act 1996**. In those cases, we may process your data under other lawful bases such as **public task** or **legal obligation**, without needing your consent.

What information we collect

Depending on the service, Magic Notes may collect:

- Your name, contact details, and demographic information
- Notes and observations from meetings or service interactions
- Health, care, or housing-related information

Audio recordings and written transcripts (where applicable)

How we use your information

Transcripts generated by Magic Notes are AI-produced and may contain inaccuracies. Staff are responsible for reviewing, correcting, and validating the content before it is shared or stored. The final transcript or summary is considered the official record—not the original recording.

Your information will be used to:

- Support your care or housing needs
- Share relevant updates with professionals involved in your support
- Monitor and evaluate the pilot programme

Who we share your information with

We may share your information with:

- Internal council teams involved in your care or housing
- NHS and health partners (e.g., Connecting Care)
- Approved third-party providers supporting the pilot

We will not share your information for marketing purposes.

How we store your information

Information collected through Magic Notes is stored securely in accordance with UK data protection legislation. Access is restricted to authorised personnel only.

Magic Notes is used solely as a means to create an official record of interactions and observations. It is not intended to be used as a corporate record within our social care management system.

- Retention Period: Recordings and notes generated via Magic Notes are retained for six (6) weeks. After this period, both the original recording and any associated notes are permanently deleted.
- This retention period is subject to ongoing review and may be updated in line with legal or operational requirements.

Retention and legal disclosure

Recordings and notes are retained for six (6) weeks and then permanently deleted. However, if Magic Notes is used in the context of criminal investigations, both the transcript and recording must be downloaded and securely saved to the relevant case record for legal disclosure purposes. These will be retained beyond the standard period in accordance with legal obligations.

Your rights

You have the right to:

- Access your information
- Correct inaccurate data
- Withdraw consent
- Request deletion of your data (where applicable)

Contact us

For any questions or concerns about this privacy notice or the use of Magic Notes, please contact:

Data Protection Officer
South Gloucestershire Council
Email: DPO@southglos.gov.uk