

DATA PROTECTION PRIVACY NOTICE FOR PATIENTS

In providing your dental care and treatment, we will ask for information about you and your health. Occasionally, we may receive information from other providers who have been involved in providing your care. This privacy notice describes the type of personal information we hold, why we hold it and what we do with it.

Information that we collect

We may collect the following information about you:

- Personal details such as your name, date of birth, address, phone number and email address.
- Details of fees we have charged, the amounts you have paid and some payment details
- We hold information about your dental and general health, including:
 - Clinical records made by dentists and other dental professionals involved with your care and treatment
 - X-rays, clinical photographs, digital scans of your mouth and teeth, and study models
 - Medical and dental histories
 - Treatment plans and consent
 - Notes of conversations with you about your care
 - Dates of your appointments
 - Details of any complaints you have made and how these complaints were dealt with
 - Correspondence with you and other health professionals or institutions.

We collect and use this information to allow us to fulfil our contract with you to discuss your treatment options and provide dental care that meets your needs. We also use this information for the legitimate interest of ensuring the quality of the treatment we provide.

The practice owner is responsible for keeping the information about you that we hold secure. Those that have access to your personal information include the clinicians and other dental professionals involved in your care and treatment, and the reception staff responsible for the management and administration of the practice.

How we use your information

To provide you with the dental care and treatment that you need, we require up-to-date and accurate information about you. We may share your information with denplan, AXA or other dental insurers in connection with your dental treatment, if you have a contract with them .

We will seek your preference for how we contact you about your dental care. Our usual methods are phone, email or letter.

Sharing information

Your information is normally used only by the practice and the payroll administrator but there may be instances where we are asked to share it – for example, by

- Your doctor
- The hospital or community dental services or other health professionals caring for you
- Private dental schemes of which you are a member

We will only disclose your information on a need-to-know basis and will limit any information that we share to the minimum necessary.

In certain circumstances or if required by law, we may need to disclose your information to a third party not connected with your health, including HMRC or other law enforcement or government agencies.

Keeping your information safe

We store your personal information securely on our practice computer system and in a manual filing system. Your information cannot be accessed by those who do not work at the practice. Only authorised team members have access to your information (on a need-to-know basis). They understand their legal responsibility to maintain confidentiality and follow practice procedures to ensure this.

We take precautions to ensure security of the practice premises, the practice filing systems and computers .

- We use high-quality specialist dental software to record and use your personal information safely and effectively
- Our computer system has a secure audit train and we back-up information routinely
- We use cloud computing facilities for storing some of your information
- The practice has a rigorous agreement with our provider to ensure we meet the obligations describes in this policy and that we keep your information securely.

We keep your records for 10 years after the date of your last visit to the Practice or until you reach the age of 25 years whichever is the longer.

Access to your information and other rights

You have a right to access the information that we hold about you and to receive a copy. You should submit a request to the practice via email or letter. We do not usually charge you for copies of your information; if we pass on a charge, we will explain the reasons.

You can also request us to:

- Correct any information that you believe is inaccurate or incomplete. If we have disclosed that information to a third party, we will let them know about the change.
- Erase some of the information we hold. For legal reasons, we may be unable to erase certain information (for example, information about your dental treatment). However, we can, if you ask us to, delete some contact details and other non-clinical information.
- Stop using your information – for example, sending you reminders for appointments or information about our service. Even if you have given us consent to send you marketing information, you may withdraw that consent at any time.
- Stop using information if you believe the information is inaccurate or you believe we are using your information illegally.
- Supply your information electronically to another dentist.

If you have given consent for us to use your personal information for a particular purpose, you may withdraw your consent at any time and we will stop using your information for that purpose.

All requests should be made by email to the practice manager via email.

If you do not agree

If you do not wish us to use your personal information as described, please discuss the matter with us. If you have any concerns about how we use your information and you do not feel able to discuss it with your dentist or anyone at the practice, you should contact The Information Commissioner's Office (ICO), Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF (0303 123 1113 or 01625 545745).