



## Data protection privacy notice for patients

We are a Data Controller under the terms of the Data Protection Act 2017 and the requirements of the EU General Data Protection Regulation. This **Privacy Notice** explains what Personal Data the practice holds, why we hold and process it, who we might share it with, and your rights and freedoms under the Law.

Sally Harvey-Hendley is responsible for keeping secure the information about you that we hold. Those at the practice who have access to your information include dentists and other dental professionals involved with your care and treatment, and the reception staff responsible for the management and administration of the practice.

### Types of personal data: Patient clinical and health data and correspondence.

- The practice holds personal data such as your name, date of birth, national insurance number, NHS number, address, telephone number and email address
- 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 other health professionals or institutions
- Details of the fees we have charged, the amounts you have paid and some payment details

### Why we process personal data:

“Process” means we obtain, store, update and archive data.

1. Patient data is held for the purpose of providing patients with appropriate, high quality, safe and effective dental care and treatment.
2. We will seek your preference for how we contact you about your dental care. Our usual methods are mobile, telephone, email or letter.
3. We may use your contact details to inform you of products and services available at our Practice.
4. With your consent, we may use your photographs for marketing.
5. We will share your information with private dental schemes of which you are a member.

We will let you know in advance if we send your medical information to another medical provider and we will give you details of that provider at the time.

### What is the Lawful Basis for processing Personal Data?

We hold patients’ data because it is in our **Legitimate Interest** to do so. Without holding the data we cannot work effectively.

## Sharing information

We can only share data if it is done securely and it is necessary to do so. There may be instances where we need to share it – for example:

- Patient data may be shared with other healthcare professionals who need to be involved in your care (for example if we refer you to a specialist or need laboratory work undertaken)
- Your doctor
- The hospital or community dental services or other health professionals caring for you
- Private dental schemes of which you are a member.
- Dental Laboratories
- Debt Collecting Agencies

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 care, 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 those working at the practice have access to your information. 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 cloud computing facilities for storing some of your information. The practice has a rigorous agreement with our provider to ensure that we meet the obligations described in this policy and that we keep your information securely.

## Your Rights

You have the right to:

1. Be informed about the personal data we hold and why we hold it.
2. Access a copy of your data that we hold by contacting us directly: we will acknowledge your request and supply a response within one month or sooner.
3. Check the information we hold about you is correct and to make corrections if not
4. Have your data erased in certain circumstances.
5. Transfer your data to someone else if you tell us to do so and it is safe and legal to do so.
6. Tell us not to actively process or update your data in certain circumstances.

You can also request us to:

- 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 it is safe to do so.

If we are relying on your consent 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 our Data Protection Officer, Sally Harvey-Hendley.

## How long is the Personal Data stored for?

We keep your records for 11 years after the date of your last visit to the Practice or until you reach the age of 25 years, whichever is the longer. At your request, we will delete non-essential information (for example some contact details) before the end of this period.

## What if you are not happy or wish to raise a concern about our data processing?

You can complain in the first instance to us and we will do our best to resolve the matter.  
If this fails, you can complain to the Information Commissioner at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) or by calling 0303 123 1113.