

## Privacy Notice

At [Your Dental Practice](#) we are committed to safeguarding the privacy of personal data. We aim to comply with the General Data Protection Regulation (GDPR), the Data Protection Act 2018, the guidelines on the Information Commissioner's website as well as our professional guidelines and requirements, and take particular care in the collection and storage of any personal sensitive data. Everyone working within our practice has a legal duty for keeping information confidential and for ensuring that they are processed fairly and lawfully by following our in-house policies.

The data controller is Dr Katharina Thiel, and Jakie Lowther is the Information Governance Lead.

This Privacy Notice is available on the practice website at [www.yourdentalpractice.co.uk](http://www.yourdentalpractice.co.uk), at the practice reception, by email if you contact [kt@yourdentalpractice.co.uk](mailto:kt@yourdentalpractice.co.uk) and by calling 0207 353 8110.

The types of data we may collect are listed below and we will only use that data in ways relevant to carrying out our legitimate purposes and functions and in a way that is not detrimental to the interests of our patients.

These are:

- Records about the patient's health and any treatment and care they receive from our practices. These records help to ensure that they receive the best possible care. They may be written down in paper records or held on computer, such as: name, address, date of birth, next of kin, contact details (e.g.: telephone number, email address), clinical photographs etc.; notes and reports about their health, treatment and care; results of x-rays; relevant information from people who care for the patient and know them well such as health professionals and relatives.
- Personal data for the purposes of (direct mail/ email/ text/ other) marketing
- Special category data including health records for the purpose of the delivering of health care
- Notes of conversation / incidents about patient care, for which a record needs to be kept
- Records of consent to treatment
- Correspondence relating with other health care professionals, for example in the hospital or community services.

**It is essential that your details are accurate and up to date. Always check that your personal details are correct when you visit us and please inform us of any changes as soon as possible.**

How our patient's personal information is used:

- The dental professionals involved in the patient's care have accurate and up to date information to assess their oral health and decide on the most appropriate care for them.
- Healthcare professionals have the information they need to be able to assess and improve the quality and type of care the patient receive.
- The patient's concerns can be properly investigated if a complaint is raised.
- Appropriate information is available if the patient sees another dental professional, or is referred to a specialist.
- From time-to-time we may use the patient's contact information to send them details of products and services offered in our practice that directly relate to their oral healthcare.

We will process personal data that we hold about patients in the following way:

- We will retain patient records during regular attendance and after the patient cease to be a patient, for at least 10 years or for children until age 25, whichever is the longer.
- Personal data about patients are held in the practice's computer system and in a manual filing system. The information is not accessible to the public; only authorised members of staff have access to it. Our computer system has secure audit trails and we back up information routinely.

We collect technical data through Google Analytics, such as the type of Internet browser and operating system used by visitors to our website.

To provide proper and safe dental care, we may need to disclose personal information about our patients to:

- General medical practitioner
- The hospital or community dental services
- Other health professionals caring for the patient
- Laboratory
- The Inland Revenue
- Private dental schemes of which you the patient is a member.
- In the event that we sell or buy any business or assets, in which case we may disclose certain personal data to the prospective seller or buyer of such business or assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, police enquires or in order to enforce or apply our terms of use, and other agreements; or to protect the rights, property, or safety of Your Dental Practice, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud prevention and credit risk reduction.

Disclosure will take place on a 'need-to-know' basis, so that only those individuals/organisations who need to know in order to provide care to the patient and for the proper administration of Government (whose personnel are covered by strict confidentiality rules) will be given the information. Only that information that the recipient needs to know will be disclosed.

In very limited circumstances or when required by law or a court order, personal data may have to be disclosed to a third party not connected with patient's health care. In all other situations, disclosure that is not covered by this Code of Practice will only occur when we have your specific consent.

Where possible patients will be informed of these requests for disclosure.

Patients have the following personal data rights:

- The right to be informed
- The right to access
- The right to rectification
- The right to erasure (clinical records must be retained for a certain time period)
- The right to restrict processing
- The right to data portability
- The right to object
- To ask us not to process their data for marketing purposes. We will usually inform everyone (before collecting their data) if we intend to use their data for such purposes. Patients can exercise their right to prevent such processing by checking certain boxes on the forms we use to collect their data or by contacting us at: Your Dental Practice, 45 Essex Street, London WC2R 3JF

If the patient do not wish personal data that we hold about them to be disclosed or used in the way that is described in this Privacy Notice, they need to discuss the matter with their dentist. Patients have the right to object, but this may affect our ability to provide them with dental care.

Further details of these rights can be seen on the Information Commissioner's website [www.ico.org.uk](http://www.ico.org.uk) .

Comments, suggestions and complaints

Please contact Dr Katharina Thiel or in her absence Jakie Lowther at the practice for a comment, suggestion or a complaint about your data processing via email to [kt@yourdentalpractice.co.uk](mailto:kt@yourdentalpractice.co.uk); by calling 0207 353 8110 or 0207 353 5906 or by writing to or visiting the practice at 45 Essex Street, London WC2R 3JF. We take complaints very seriously and value any comments and suggestions.

If you are unhappy with our response or if you need any advice you should contact the Information Commissioner's Office (ICO). Their telephone number is 0303 123 1113, you can also visit their website [www.ico.org.uk](http://www.ico.org.uk) where they provide several methods for contacting them and information about how to make a data protection complaint. The ICO can investigate your claim and take action against anyone who's misused personal data.

You can also use our contact details to request copies of the following practice policies and procedures that are related: Confidentiality Policy; Information Security Policy