

Privacy Policy for Sevenoaks Smile Studio at Atkinson Brignall Caring Dentistry For Patient Data

Sevenoaks Smile Studio at Atkinson Brignall Caring Dentistry takes great care to protect the personal data we hold for our patients in line with the requirements of the General Data Protection Regulation (GDPR).

The purpose of collecting and storing personal data about our patients is to ensure we can:

- Provide, appropriate, safe and effective dental care, treatment and advice for all our patients
- Fulfil any contracts we hold in relation to their care
- For business administration of their care.

Personal data held for our patients

The personal data we process (processing includes obtaining the information, using it, storing it, securing it, disclosing it, and destroying it) for our patients includes:

- Name, address, date of birth
- Unique identification number
- Next of kin
- Email address
- Phone numbers
- GP contact details
- Occupation
- Medical history
- Dental care records
- Photographs
- Family group
- Payment plan details
- Financial information
- Credit cards receipts
- Correspondence
- Details of any complaints received

This information allows us to fulfil our contract with you to provide appointments. We will also use the information to send you reminders and recall appointments as we have a legitimate interest to ensure your continuing care and to make you aware of our services.



Legal basis for processing data held about patients

The GDPR requires us to state the legal basis upon which we process all personal data for our patients and it requires us to inform our patients of the legal basis on which we process their personal data.

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.

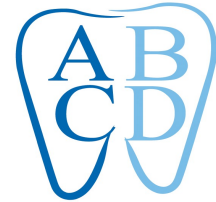
Disclosure to third parties

The information we collect, and store will not be disclosed to anyone who does not need to see it.

We will share our patients' personal information with third parties when required by law or to enable us to deliver a service to them or where we have another legitimate reason for doing so. Third parties we may share patients' personal information with may include:

- Regulatory authorities such as the General Dental Council or the Care Quality Commission
- NHS Local Authorities
- Dental Laboratories
- Dental payment plan administrators of which you are a member
- Insurance companies
- Loss assessors
- Fraud prevention 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. We will let you know in advance if we send your medical information to another medical provider and will give you the details of that provider at that time. We may also share personal information where we consider



it to be in a patient's best interest or if we have reason to believe an individual may be at risk of harm or abuse.

Retention period

This practice retains dental records and orthodontic study models while the patient is a patient of the practice and after they cease to be a patient, for at least eleven years, or for children until age 25, whichever is the longer.

Personal privacy rights

Under the GDPR all individuals who have personal information held about them have the following personal privacy rights:

- Right to subject access
- Right to have inaccuracies deleted
- Right to have information erased
- Right to object to direct marketing
- Right to restrict the processing of their information, including automated decision-making
- Right to data portability

Patients who wish to have inaccuracies deleted or to have information erased must speak to the dentist who provided or provides their care.

Internet/Website Information We May Collect From You

We may collect and process the following data about you:

- **Information you give us.** You may give us information about you by filling in the 'contact' form on our site www.sevenoakssmile.co.uk or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you participate in discussion boards or other social media functions on our site, enter a competition, promotion or survey, and when you report a problem with our site. The information you give us may include your name, address, e-mail address and phone number.

What We Do With the Information We Gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Contact you with regards to an enquiry, this will be using either email, telephone, SMS or by leaving an answer phone message
- Internal record keeping



- To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us
- To notify you about changes to our service
- We may use the information to customise the website according to your interests

How We Use Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to Other Websites

Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites, and such sites are not governed by this privacy statement. You should exercise caution, and look at the privacy statement applicable to the website in question.

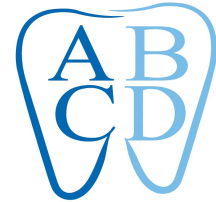
Where We Store Our Personal Data

All information you provide to us is stored on secure servers.

Unfortunately, the transmission of information via the internet is not completely secure, despite encryption. We will do our best to protect your personal data, we cannot 100% guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Consent

Sevenoaks Smile Studio at Atkinson Brignall Caring Dentistry always obtains specific, unambiguous opt-in consent from all patients to whom we send direct marketing information via our contact consent on the Clini-pad.



Withdrawal of consent

Patients who have given their opt-in consent have a right to withdraw their consent at any time. Patients are advised of their right to withdraw their consent for anything they wish to withdraw from in our privacy notice.

All requests should be made by letter or email to our **Data Protection Officer Mrs Vanessa Greenfield** vanessa@atkinsonbrignall.co.uk

If you do not agree

If you do not wish us to use your personal information as described, you should discuss the matter with your dentist or our Data Protection Officer. 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). Their telephone number is 0303 123 1113. The ICO can investigate your claim and take action against anyone who's misused personal data.

Transferring personal data outside the EU

Patient's personal data is not transferred outside the EU.

This Policy was reviewed and implemented on: 25th May 2018

This policy and relevant procedures will be reviewed annually and are due for review on: 25th May 2019 or prior to this date in accordance with new guidance or legislative changes.

