DIDCOT DENTAL
STUDIO

**Privacy notice for patients including children**

The practice is committed to complying with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, GDC, NHS and other standards.

**Data Controller**

Didcot Dental Group Ltd is the Data Controller responsible for your personal data.

Address: Didcot Dental Studio, 43 Orchard Street, Didcot, OX11 7LG

Email: info@didcotdentalstudio.co.uk

Telephone: 01235380888

We collect and process your personal data when you provide the information requested on this form or request more information about or purchase a product or service.

**What type of information do we hold?**

- Personal details such as your address, date of birth, phone number and email address
- This is for the provision of dental health care, providing treatment plans, estimates and recalls
- Details of your NHS or e.g. Dental Plan Provider number and entitlement to healthcare treatment and exemption status if applicable
- Personal details of family members or emergency contact details
- Medical history including your GP's name and address
- Past and present dental history including x-rays and photographs
- Information about the treatment we have proposed and provided along with its price.
- Notes of conversations or incidents that might occur for which a record needs to be kept
- Records of permission or consent for treatment.
- Correspondence to other healthcare professions such as referrals
- Financial information relating to your treatment
- Details of any complaints made

We only collect the personal data about you requested on this form and that you otherwise provide to us AND We may collect, use, store and transfer different kinds of personal data about you as well as the information on this form. This data may include identity data, contact data, financial data, transaction data, technical data, profile data, usage data and marketing and communications data.

**Chapter 1 Information collected via our website**

When you use our website, we may collect and process personal data that you provide

directly, for example when you:

- Complete a contact form
- Submit an enquiry
- Register as a patient or book an appointment online
- This information may include your name, contact details, and any details you choose to provide in your message.

We may also automatically collect limited technical information, such as:

- IP address
- Browser type and device information
- Website usage data through cookies (where applicable)

This information is used to:

- Respond to your enquiries
- Manage appointments
- Improve our website and services
- Ensure website security

Where cookies or similar technologies are used, you will be provided with clear information and choices in line with data protection requirements. We will only use information collected via our website for legitimate purposes and in accordance with this privacy notice.

## CCTV

We operate CCTV surveillance systems within certain areas of the practice, including reception, waiting areas, manager's office, communal corridor, rear fire exit, deconatmination room and the stock room. These systems record video continuously for the purposes of security, safety, safeguarding, and the prevention and detection of crime. CCTV is not installed in clinical treatment rooms.

Recordings are stored securely on a local system, retained for approximately 30 days, and accessed only by authorised senior management where necessary in the event of a security incident or safeguarding concern. Our lawful basis for processing this information is Legitimate Interests (Article 6(1)(f) UK GDPR) in protecting our staff, patients and property, and where special category data may be incidentally captured, Article 9(2)(f) and 9(2)(g) UK GDPR (legal claims and substantial public interest). Further details are available in our CCTV Policy upon request.

For more information, please refer to our CCTV Policy, which is available on request from admin@didcotdentalstudio.co.uk.

**Why do we need to keep this information?**

We use your information to:

- Provide safe and appropriate dental care and treatment
- Maintain accurate clinical records
- Arrange appointments and recalls
- Communicate with other healthcare professionals
- Process payments and manage accounts
- Meet legal and regulatory obligations
- Manage complaints and incidents
- Improve our services

Our legal basis for processing data is:

- Consent
- Legitimate interest - Processing is necessary for the performance of our care for patients and for defence of legal claims
- Data relating to your health care records is classed as special category data. Our legal basis for processing this is that it falls under Legal claims or judicial acts and Health and Social Care (Article 9 UK GDPR (f,h)).
- Article 6(1)(c) – Legal obligation (e.g. NHS, regulatory requirements)
- Article 6(1)(f) – Legitimate interests (e.g. managing appointments, complaints, business
- Article 9(2)(h) – Health and social care provision
- Article 9(2)(f) – Legal claims

**What do we do with your Information?**

We will only share your information if it is done securely, and it is necessary for us to do so. Your personal information may be securely shared with other healthcare professionals who need to be involved in your care (for example if we refer you to a specialist, need laboratory work undertaken or need to consult with your doctor)

We may also share your personal information securely to third parties where we are required by law or regulation to do so. This may include:

- The General Dental Council
- The Care Quality Commission (CQC)
- Dental payment plans or insurers
- NHS Bodies if NHS dental care and treatment is provided

We may also share your personal information securely with trusted service providers who process data on our behalf. These may include dental software providers, IT support providers, payment processors and telephone agents.

Some of our trusted service providers and telephone agents operate from outside the UK, including from South Africa, Sweden, Pakistan and the Philippines. Our telephone agents support the practice by answering incoming calls, making outgoing calls, assisting with general enquiries and helping patients to book or amend appointments.

Using remote telephone support enables us to provide greater telephone availability, answer more calls during busy periods, reduce missed calls and waiting times, respond to enquiries more

promptly and provide patients with greater continuity of service, including telephone support later in the day.

Where our trusted service providers require access to personal information to provide these services, they are only permitted to process information for authorised purposes and in accordance with our instructions. Appropriate contractual, confidentiality, data protection and security safeguards are put in place to protect your information in accordance with applicable UK data protection requirements.

We will only send you marketing communications if you have given explicit consent or where the law allows. You may withdraw your consent at any time.

**How do we store your Information?**

Your information is stored securely at the practice on computer systems within the practice, cloud-based patient management software (Dentally) and cloud-based client relationship management software (Boxly). Computer information is backed up regularly and may also be securely stored away from our premises.

Some authorised trusted service providers may securely access our practice systems from outside the UK in order to provide services to the practice. This may include authorised telephone agents based in South Africa, Sweden, Pakistan and the Philippines.

Where access to personal information is required, appropriate technical, organisational, contractual and confidentiality safeguards are used to protect patient information and to ensure that it is handled in accordance with applicable UK data protection requirements.

**Retention periods**

- We are required to retain your dental records, X-rays and study models while you are a patient of this practice and after you cease to be a patient for a minimum of 11 years.

**Your rights under GDPR**

- Access

You have a right to access the information that we hold about you and to receive a copy. You can make a request by contacting your practice or by e-mailing <Practice Email Address>.

- Rectification

You have a right to correct any information that you believe is inaccurate or incomplete. Please contact your practice to request a change in information.

- Erasure

You have a right to request that we delete your personal information, although you should be aware that, for legal reasons, we may be unable to erase certain information (for example, information about your dental treatment). Please contact your practice to make this request.

- Restriction

You have the right to request us to restrict the processing of your personal information for example, sending you reminders for appointments or information about our service. Please contact your practice to make this request.

- Portability

You have a right to data portability; this could include supplying your information to another dentist. Please contact your practice to make this request.

**Concerns**

If you have a concern about how your personal data is being used, we ask that you contact us in the first instance so that we can investigate and seek to resolve the issue. Please can all concerns be emailed to admin@didcotdentalstudio.co.uk.

We take all data protection complaints seriously and will:

- Acknowledge your concern promptly
- Investigate the matter thoroughly
- Respond within a reasonable timeframe

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at any time. However, we encourage you to contact us first so that we have the opportunity to investigate and resolve your concern.

Further details about how complaints are handled can be found within our Complaints Policy.

You can also seek advice from The Information Commissioner's Office (ICO), Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF, or start a live chat or call helpline on 0303 123 1113.

## Privacy notice for Children

When you visit our dental practice, we need to collect some information about you.

**What type of information do we record?**

- Personal details such as your address, date of birth, phone number and email address
    - This is for the provision of dental health care, providing treatment plans and recalls
- Personal details of family members or emergency contact details
- Medical history including your GP's name and address
- Information about the treatment we have proposed and provided
- Notes of conversations or incidents that might occur for which a record needs to be kept
- Correspondence to other healthcare professions such as referrals.

**Why do we need to keep this information?**

We need to keep records of personal information regarding our patients in order to provide safe and appropriate dental care and treatment. It is also used to maintain accurate treatment records.

We also need to process personal data about you if we are providing care under NHS arrangements and to ensure the proper management and administration of the NHS.

**What do we do with your Information?**

We will keep your information safe. Only authorised people who need access to your information in order to provide your dental care or support the services provided by the practice will be able to access it.

Sometimes we use trusted service providers to help us run the practice. These may include companies that provide our computer systems, IT services, payment services and telephone services.

Some of our trusted telephone agents work from outside the UK, including South Africa, Sweden, Pakistan and the Philippines. They may help by answering telephone calls, making telephone calls, dealing with general enquiries and helping patients and their parents or guardians to book or change appointments.

This helps us to answer more telephone calls, provide telephone support for longer periods of the day and respond to patients more quickly.

Where these trusted service providers need access to personal information, they are required to keep it confidential and secure. Appropriate contractual, data protection and security safeguards are put in place to protect your information in accordance with applicable UK data protection requirements.

We will not otherwise share your information unless we are required to do so by law or where it is important for your health, such as where we need to refer you to another dentist, orthodontist or healthcare professional.

**Your Rights**

If you are under 13, we will usually ask your parent, or carer, to agree to us using your information. If you are 13 or older, and understand what it means, you may be able to make some choices yourself.

Where a child is not considered competent to make their own decisions, consent will be obtained, from a person with parental responsibility. Where a child is deemed competent (Gillick competent), they may make decisions about their own data.

**Retention periods**

For children, we will retain dental records for 11 years from the date of the last entry, or until the patient’s 25th birthday (or 26th birthday if the patient was 17 when treatment ended), whichever is later.

For details of your rights under data protection laws, including the right to receive a copy of the personal data we hold about you and the right to make a complaint at any time to the Information

Commissioner's Office, the UK regulator for data protection issues (www.ico.org.uk), please contact our Data Protection Officer via email at <Practice Email Address>.

Approved By: Pasha Fath
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