

Privacy Notice for Pembridge Dental for Patient Data

This Privacy Notice is a shortened form of our Privacy Policy and any patient who wishes to have a copy of our full Policy should ask Rhoda Adam.

Pembridge Dental takes great care to protect the personal data we hold for you in line with the requirements of the General Data Protection Regulation (GDPR).

Collecting Personal Data

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

- Provide, appropriate, safe and effective dental care, treatment and advice for you
- Fulfil any contracts we hold in relation to your care
- For business administration of your 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 you includes:

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

We keep an inventory of personal data we hold on our patients and this is available on request.

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 your personal information with third parties when required by law or to enable us to deliver a service to you or where we have another legitimate reason for doing so.

Third parties we may share your personal information with may include:

- Regulatory authorities such as the General Dental Council or the Care Quality Commission
- Dental payment plan administrators
- Insurance companies
- Loss assessors
- Fraud prevention agencies
- In the event of a possible sale of the practice at some time in the future.

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.

Personal Privacy Rights

Under the General Data Protection Regulation (GDPR) you have the following personal privacy rights in relation to the information we hold about you.

You have a right to:

- Access to and copies of your records.
- Have inaccuracies deleted.
- Have information about you erased. This should be seen in light of the need to keep records about your dental care in case you have any problems in the future.
- Object to direct marketing.
- Restrict the processing of your information, including automated decision-making.
- Take your data to another dental practice or anywhere else.

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

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 you of the legal basis on which we process your personal data.

The legal basis on which we process personal information for our private patients is legitimate interest, vital interest and consent.

The legal basis on which we process personal information for our payment plan patients is legitimate interest.

Automated Decision Making

You will be asked to opt in to any processes involving automated decision-making.

This includes:

Email and text messages, reminders of appointments and newsletters.

Consent

We will also obtain specific, opt in consent from you for appointment reminders and newsletters.

If you are a new patient, we will obtain consent when you first attend the practice.

If you are an existing patient, we will obtain consent when you attend for your recall appointment or for a treatment appointment.

We will refresh this consent annually when you complete a new medical history pro forma.

Withdrawal of Consent

After you have given your opt in consent you have a right to withdraw your consent at any time.

Retention Period

This practice retains dental records and orthodontic study models while you are a patient of our practice and after you cease to be a patient, for at least eleven years, or for children until age 25, whichever is the longer under the General Dental Council regulations.

Complaints

You have a right to complain about how we process your personal data. All complaints concerning personal data should be made in person or in writing to Rhoda Adam.

All complaints will be dealt with in line with the practice complaints policy and procedures.

This Privacy Notice was reviewed and implemented on: **20 May 2018**

It will be reviewed annually and is due for review on **20 May 2019** or prior to this date in accordance with new guidance or legislative changes.