

Please sign this sheet to confirm you have received a copy of the privacy notice we have given you. Thank you

Name.....

Signature.....

Date.....

Privacy Notice for Princes Street Dental Practice 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 Penny Bettany or Sarah Inggs

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

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
- Email address
- Phone numbers
- GP contact details
- Occupation
- Medical history
- Dental care records
- Photographs
- Family group
- Payment plan details
- 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
- NHS Local Authorities
- Dental payment plan administrators
- Insurance companies
- 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:

Consent: you have, by becoming a patient here and giving us the information we need to treat you, consented to us processing your data.

Contract: You have, by being, or becoming a patient at the practice entered into a contract for your dental care.

Legitimate Interest: You have by deciding to attend the practice, affirmed it is in your interest to maintain your dental health.

The legal basis on which we process personal information for our payment plan patients is:

Consent: See above

Contract: See above

Legitimate Interest: See above

The legal basis on which we process personal information for our NHS patients is:

Consent: See above

Contract: See above

Legitimate Interest: See above

Automated decision making

You will be asked to opt in to any processes involving automated decision making, this includes the email reminders that are sent out. If there are any changes, you will be informed and your consent obtained.

Consent

Princes Street Dental Practice will always obtain specific, opt in consent from you for direct marketing information. We will ask you to sign a form to either consent or opt out if we ever do direct marketing.

We will also obtain specific, opt in consent from you for us to be able to contact you by email or phone, or to be able to leave a message with a family member or on an answer machine. We will ask you to sign a form to allow us to do this. 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 proforma.

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 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.

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 Penny Bettany or Sarah Inngs. All complaints will be dealt with in line with the practice complaints policy and procedures.

Transferring personal data outside the EU

Your personal data is not transferred outside the EU.

This Privacy Notice was reviewed and implemented on 3rd May 2018

It will be reviewed annually and is due for review 3rd May 2019 or prior to this date in accordance with new guidance or legislative changes.

