

# GDPR Data Protection Data Privacy Notice

## The Bay Tree Dental Centre



In providing your dental care, we will ask for information about you and your health. Occasionally, we may receive information from others involved in providing your care. This privacy notice describes the type of personal information we hold, what lawful basis we have in holding and using it, and what we do with it.

### About us

We are Bay Tree Dental Centre Ltd operating at 128 High Street, Berkhamsted. David Fox is responsible for keeping information we hold secure. Other staff also have access to your information to provide care and run the practice.

### Contact details

We hold personal information including your name, date of birth, address, telephone number and email. This information allows us to fulfil our contract with you to provide dental appointments. We also use it to send reminders and recalls as we have a legitimate interest to ensure your continuing care and make you aware of services.

### Dental records

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 photos, digital scans of your mouth and teeth, 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 we responded
- Correspondence with you and other health professionals, your insurers etc.

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 it for the legitimate interest of ensuring the quality of treatment we provide.

### Financial information

We hold information about the fees we have charged, the amounts you have paid and some payment details. This information forms part of our contractual obligation to you to provide dental care and allows us to meet legal financial requirements.

## How we use your information

To provide you with the dental care and treatment that you need, we require up-to-date and accurate information about you. We may contact you to find out if you are happy with the treatment you received for quality control purposes, or to update you of any developments at the Centre.

Please let us know your preference for how we contact you about your dental care. Our usual methods are telephone, letter or occasionally email.

## Sharing information

Your information is normally used only by those working at the practice but there may be instances where we need to share it – for example, with:

- Your doctor
- Other dental services or other health professionals caring for you
- Specialist dental or medical services to which we may refer you
- Dental laboratories
- Debt collection agencies
- Private dental schemes of which you are a member.

We only disclose your information on a need-to-know basis and will limit this information 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.

In certain circumstances or if required by law, we may need to disclose your information to a third party not connected with your health care, including HMRC or other law enforcement or government agencies.

## Keeping your information safe

We store your personal information securely on our password-protected, practice computer system backed up in an encrypted form on cloud and hard drive, with supporting paperwork in a locked filing system. Your information is only accessible to those working at the practice. They understand their legal responsibility to maintain confidentiality and follow practice procedures.

We generally keep your records for 10 years after the date of your last visit to the Practice, or until you reach the age of 25 years, whichever is the longer. However, we keep records of patients who have received particularly complex dental treatment for longer to ensure we meet any medico-legal obligations. At your request, we will delete non-essential information (for example some contact details) before the end of this period.

## Access to your information and other rights

You have a right to access the information that we hold about you and receive a copy. We do not usually charge you for copies of your information - if we pass on a charge, we will explain the reasons.

You can also ask us to:

- Correct any information that you believe is inaccurate or incomplete. If we have disclosed that information to a third party, we will advise them of the change.
- Erase some of the information we hold. For legal reasons, we may be unable to erase certain information (for example, about your dental treatment). However, if you wish, we can delete some contact details and other non-clinical information.
- Stop using your information – for example, sending you reminders for appointments or information about our service. Even if you have given us consent to send you marketing information, you may withdraw that consent at any time.
- Stop using information if you believe it is inaccurate or you believe we are using your information illegally.
- Supply your information electronically to another dentist.

If we are relying on your consent to use your personal information for a particular purpose, you may withdraw your consent at any time and we will stop using your information for that purpose.

All requests should be made by email to David Fox at baytreedental@gmail.com.

## If you do not agree

If you do not wish us to use your personal information as described, you should discuss the matter with David Fox. If you object to the way that we collect and use your information, we may not be able to continue to provide your dental care.

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), Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF (0303 123 1113 or 01625 545745).