



Data Protection Privacy Notice for Patients

In providing your dental care and treatment, we will ask for information about you and your health. Occasionally, we may receive information from other providers who have been involved in providing your care. This privacy notice describes the type of personal information we hold, why we hold it and what we do with it.

About us

We are Love Teeth Dental Practice Limited, 3, Kings Road, Prestwich Manchester M25 0LE

The practice is responsible for keeping secure the information that we hold about you. Those at the practice who have access to your information include dentists and other dental professionals involved with your care and treatment, and the reception staff responsible for the management and administration of the practice.

Data Controller

The data controller is Love Teeth Dental Practice Limited

Our Data Protection Officer, Mr Nigel Gilmore, ensures that the practice complies with data protection requirements to ensure that we collect, use, store and dispose of your information responsibly. You can contact our data protection officer by email at nigel@lovetoothdp.co.uk

Information that we hold

We can only keep and use information for specific reasons set out in the law. In line with GDPR 2018, we have both a legal obligation and legitimate interests in the information we hold about our patients. The information we hold allows us to ensure that we care for our patients in an appropriate and safe way, allowing us to make informed decisions.

Below, we describe the information we hold and why, and the lawful basis for collecting and using it.

Contact details

We hold personal information about you including your name, date of birth, national insurance number, address, telephone number and email address. 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.

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 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.

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 will share your information with CQC, The Care & Quality Commission, in connection with your dental treatment if requested by them.

We may contact you to conduct patient surveys or to find out if you are happy with the treatment you received for quality control purposes.

We will seek your preference for how we contact you about your dental care. Our usual methods are telephone, email or letter.

Patient information for direct marketing (more than routine recalls)

We may use your contact details to inform you of products and services available at our Practice. Your explicit consent to receive communications will be sought for this before any correspondence is sent.

CCTV

We have CCTV at the practice in the communal waiting areas. This is for the purposes of patient and staff safety.

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
- The hospital or community 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 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 we 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 practice computer system and archives in a manual filing system, which is secured and monitored. Your information cannot be accessed by those who do not work at the practice; only those working at the practice have access to your information. They understand their legal responsibility to maintain confidentiality and follow practice procedures to ensure this.

We take precautions to ensure security of the practice premises, the practice filing systems and computers.

Online

As we are committed to doing the right thing when it comes to how we collect, use and protect your personal data. We need to process your personal data, including your medical information, to ensure we provide you with the highest standard of care. With this in mind we've developed this online privacy and cookies policy, which:

sets out the types of personal data that we collect

explains how and why we collect and use your personal data

explains the rights and choices you have when it comes to your personal data

Data collation

When you browse our website, register for our services or contact us we may collect:

Your personal details, including your postal and billing addresses, email addresses and phone numbers

Information about your online browsing behaviour on our website

Information about any devices you have used to access our services

Details of the emails and other digital communications we send to you that you open, including any links in them that you click on

Your feedback and contributions to customer surveys or reviews

Cookies and similar technologies

We use cookies to personalise and improve your user experience as you use our website and online appointment booking system. Cookies are small files which are stored on a user's computer. They are designed to hold a modest amount of data specific to a particular visitor and website.

Cookies can be used for an individual visit or to measure how a user interacts with services & content over time.

We use cookies help to provide important features and functionality on our website and online appointment booking system to improve the user experience.

Cookies allow us to improve the way our website works so that we can personalise your experience and allow you to use many of their useful features. Cookies can help us to understand how our website is being used.

The Cookies collect data that is generally aggregated and anonymous.

How would we use cookies?

We may use cookies to help us publish online advertising relevant to you on our websites and other organisations' websites and using social media. This means that you may see our adverts on our website and on other organisations' websites. We may also combine data we collect through cookies in the browser of your desktop computer or other devices with other data that we have collected.

We also use Cookies to measure the effectiveness of our marketing communications, for example by telling us how many times you've viewed our adverts or opened our emails.

Your choices when it comes to cookies

You can use your browser settings to:

Accept or reject new Cookies and to delete existing Cookies

Notify you each time new Cookies are placed on your computer or other device

If you choose to disable cookies you may not be able to make full use of the online appointment booking system

How we protect and use your personal data

For more information about how we use and store the personal data of our patients please click [here](#) (opens Data Protection Privacy Notice for Patients).

PRACTICE COMPUTERS & NETWORK:

We use high-quality specialist dental software to record and use your personal information safely and effectively. Our computer system has a secure audit trail and we back-up information routinely.

CLOUD COMPUTING FOR PROCESSING OR STORAGE:

We use a cloud computing facility, for storing some of our Dental Software information. The practice has a rigorous agreement with our provider to ensure that we meet the obligations described in this policy and that we keep your information securely.

We 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. 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 to 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 request us to

- Correct any information that you believe is inaccurate or incomplete. If we have disclosed that information to a third party, we will let them know about the change.
- Erase some of the information we hold. For legal reasons, we may be unable to erase certain information (for example, information about your dental treatment). However, we can, if you ask us to, 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 the information 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 our Data Protection Officer.

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. 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).