

Privacy Notice

Introduction

The Dental Care Centre ('we') are committed to protecting and respecting your privacy. We aim to be clear when we collect your data and not do anything you wouldn't reasonably expect.

This Policy explains when and why we collect personal information, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this Policy from time to time so please check with a staff member or check this page occasionally on our website to ensure that you're happy with any changes. By using our services and our website, you agree to be bound by this Policy.

Any questions regarding this Policy and our privacy practices should be sent to our Data Controller.

You can do this:

By email, to: enquiries@gentlesmile.co.uk

By telephone: 01204 796795

By writing to: The Dental Care Centre, 75 Market Street, Little Lever, Bolton, BL3 1HH

Who we are

The Dental Care Centre is a mixed NHS/Private dental practice. We employ a team of qualified dental nurses and also use the services of self-employed Associate Dentists and Hygienists. We're passionate about using this experience to help our colleagues to work within a team dedicated to providing the highest possible standards of health care.

To ensure we can provide your care safely and effectively, we need to be certain that we have correctly addressed your needs and wishes, answered your questions and also have taken account of your medical history and any treatment that you are undergoing as this may affect how we can provide healthcare for you safely.

Your care may involve several members of our team at this practice and we want to assure you that all members of our team will respect the confidential nature of the information that you have provided and will always protect it from being used by others in an unauthorised way.

Where do we collect information about you?

When you give it to us DIRECTLY

We obtain information about you when you:

- Attend our practice as a patient
- Complete healthcare documentation such as a Medical History form
- Agree to or request referral to other professionals
- Receive support from us by contacting us by telephone, text or email
- Take part in one of our surveys
- Make payments to us using a card, credit agency or payment plan
- Respond to our Facebook page
- Make an enquiry via our website form
- When you join our bespoke Oralcare Plan

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, you must get your parent/guardian's permission beforehand whenever you provide us with personal information.

When you give it to us INDIRECTLY

- We may receive information about you from a referring practice

When you give permission to OTHER ORGANISATIONS to share

- If you permit other organisations to give us information such as if you apply for a loan in connection with treatment

We will be accountable for your personal data and make sure that any third parties we share your data with in order to provide you with our care and services are held to the same standard.

What type of information

The type and quantity of information we collect and how we use it depends on why you are providing it.

Typically, the basic personal information we collect might include:

- Your name
- Your contact details
- Your email address
- Your telephone number
- Your GP name and practice address (for referrals)
- Your carer contact details if you choose to provide this
- Your family members names (children under 16) or if you have that person's permission to make appointments on their behalf

How do we use your information?

- We will only process personal data for the purposes for which it was collected ie. in order to provide you with the best quality care and to operate our dental practice.

How long do we keep this information?

- We will not keep your personal data for any longer than necessary for us to provide our care and manage our services to you and we will delete any data that we no longer need to keep.

How do we keep this information safe?

- When you give us personal information, we take steps to ensure that there are appropriate technical measures in place to protect it. For example, access is restricted only to those who are entitled to see the data, our passwords are individualised and regularly updated, all audits are anonymised and our network is protected and routinely monitored to ensure its integrity and confidentiality.
- All personnel are given regular training in data security and patient confidentiality
- We are registered with the ICO
- We keep an asset register of our data use and storage which is reviewed regularly
- Paper records are kept in lockable, fireproof filing cabinets
- We have off-site back-up data storage

Who has access to this information?

Your healthcare records and other information will be accessed by the dentists, dental nurses, hygienist and office staff at the practice in order for them to carry out their duties in providing you with your healthcare. In addition:

- If your treatment involves work that is carried out by a dental laboratory (we ensure that all our chosen dental technicians have current GDC membership)
- If you are referred from this practice for treatment or further investigations

- If you apply for a loan for private dental treatment : Chrysalis Finance (FSA authorised Ref. No. 631193; lender Shawbrook Bank Plc))
- If you join one of our Oralcare Plans :Lloyd & Whyte (BDA approved)

Your Rights

- You have a right to ask us to stop processing your personal data and, if it's not necessary for the purpose you provided it to us (e.g. to provide you with the services, products or information you asked for, or to process your payment) we will do so
- You have a right to ask for a copy of the information we hold about you. If you want to access your information, send an e-mail, to: enquiries@gentlesmile.co.uk with the subject header: Subject access request and we will respond within one month
- Alternatively, you can put your request in writing to: Mr. N. D. Slattery, The Dental Care Centre, 75 Market Street, Little Lever, Bolton, BL3 1HH
- You have a right to have any incorrect information to be corrected. If there are any discrepancies in the information we provide, please let us know and we will correct them
- You have the right to object to us processing your information beyond the scope of your healthcare provision, such as direct marketing
- You have the right to request a copy of your personal information in a structured, commonly-used, machine-readable format and ask for it to be sent to another dental practice

Marketing preferences

If you are updating your preferences, we need your name and address to make sure we update the right information.

OUR practice Promise:

The Dental Care Centre takes very seriously your trust and confidence in allowing us access to your personal information for the purposes of your healthcare provision. We have policies and procedures in place that are regularly reviewed to ensure that this information is kept safely and securely. We will always process your data in a way that is fair, transparent and in keeping with the law.

Contact us

If you have any questions regarding this policy, our privacy practices or data protection, please contact our Data Controller, who is Mr. Nigel D. Slattery

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