

Patients' Data Privacy Notice

Your personal information

In order to provide dental and other services, it is important we have some personal information about you including who you are, where and how we can contact you and details to ensure your health and safety.

We will only collect and record information that is necessary and thereafter take every care to ensure your privacy and confidentiality.

Giving your consent

The use of your information depends primarily on your informed consent. This notice explains how we process the information you give us and what your rights are.

Our legal responsibility

As dental professionals governed by the General Dental Council (GDC) we have a legal obligation to keep complete and accurate records including an up-to-date medical history at every visit. We currently have to keep records for eleven years for adults. For children, we have to keep records up to the age of eighteen plus a further eleven years.

Types of information we collect

Records include: notes of all relevant conversations about your health, treatment, consent and costs; clinical records, consent forms, radiographs, photographs, plaster models, scans, laboratory prescriptions and referral letters.

Only information that is necessary to provide full clinical care will be recorded.

How we manage your information

All our records are securely stored on our dedicated computer server which is professionally managed. Access is restricted to persons who require it in order to look after your interests. Internal practice activities include booking and confirming appointments, treatment planning, writing and sending estimates. We also send out automated recall emails, letters and texts for routine appointments as agreed with you.

Your information may be also passed on to third parties such as hospital consultants or private specialists in order to access further services as agreed with you from time to time. You can prevent such actions by declining to give your consent.

Other uses of your information

We try our best to understand your needs and provide a high level of service. If you have given your permission, we may use your details from time to time to send emails about news, offers and industry related articles. You will not receive such emails unless you have expressly given your consent. Consent can be revoked at any time by informing the practice by email or in writing that you wish to opt out of these communications.

It is usual for Dental professionals to discuss patient case histories as part of their Continuing Professional Development (CPD) or for training purposes. In addition, the GDC require specialist dentists to perform audits to monitor their practice. Information used for such purposes will be made anonymous by the removal of personal identifying information or your prior consent will be requested. We ask patients to bear in mind that the quality of the patient service provided can only be maintained and improved by training, teaching, audit and research.

Controlling your information

You have the right of access to all the personal information which we hold about you. To obtain a copy of the records we hold, please contact us. If you notice or know that any information, we are holding about you is incorrect, please write to or email us as at the practice address above. We make corrections as necessary as soon as possible.

If you decide to transfer to another practice, we will send copies of your dental records to you on receipt of an email or in writing. Copies of your records will be retained on our system for the period required by law and then destroyed.

If you have any complaints about the way we are managing your information, please contact The Practice Manager or one of the Directors

Variations to this notice

We reserve the right to alter and change information provided in this document at our own discretion. Please ensure you have the most up to date version.

If you have any questions about this policy, please contact the practice by phone, email or in writing using the details at the top of this notice.

Confidence Ltd

Directors (Data Controllers): Dr J G Atkins BDS and Dr S Le Sueur BDS

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