

# Data Privacy Notice

## Distinctive Dentistry Ltd

We are a Data Controller under the terms of the Data Protection Act 2017 and the requirements of the EU General Data Protection Regulation.

This **Privacy Notice** explains what Personal Data the practice holds, why we hold and process it, who we might share it with, and your rights and freedoms under the Law.

### Types of Personal Data

The practice holds personal data in the following categories:

1. Patient clinical and health data and correspondence  
Including
  - Personal details such as names, dates of birth, addresses, telephone numbers and e-mail addresses
  - Clinical records made by dentists and other dental professionals involved in patient care
  - x-rays, clinical photographs, study models, digital scans of teeth, medical histories and dental histories
  - Treatment plans and consents
  - Notes of conversations, with patients, about their care
  - Details of patient appointments
  - Details of complaints and how they were dealt with
  - Correspondence with other health professionals
  - Details of fees charged, amounts paid and membership of dental plans.
2. Staff employment data.
3. Contractors' data.

### Why we process Personal Data (what is the “purpose”)

“Process” means we obtain, store, update and archive data

1. Patient data is held for the purpose of providing patients with appropriate, high quality, safe and effective dental care and treatment.

*We will seek patient preferences for how we should contact them about their care. Our usual methods are telephone, email or letter. If we wish to use patient information for dental research or dental education, we will discuss this with the individual and seek their consent. Depending on the purpose and if possible, we will anonymise the information. If this is not possible we will inform the patient and discuss their options*

2. Staff employment data is held in accordance with Employment, Taxation and Pensions law.
3. Contractors' data is held for the purpose of managing their contracts.

## **What is the Lawful Basis for processing Personal Data?**

The Law says we must tell you this:

1. We hold patients' data because it is in our **Legitimate Interest** to do so. Without holding the data we cannot work effectively.
2. We hold staff employment data because it is a **Legal Obligation** for us to do so.
3. We hold contractors' data because it is needed to **Fulfil a Contract** with us.

## **Who might we share your data with?**

*Those at the practice who have access to patient information include dentists and other dental professionals involved in patient care and the reception and administration staff responsible for the management of the practice.*

We can only share data if it is done securely and it is necessary to do so.

1. Patient data may be shared with other healthcare professionals who need to be involved in your care (for example if we refer you to a specialist or need laboratory work undertaken). Patient data may also be stored for back-up purposes with our computer software suppliers who may also store it securely in the U.K. Patient data may also be shared with private dental schemes of which you are a member.
2. Employment data will be shared with government agencies such as HMRC.

## **Your Rights**

You have the right to:

1. Be informed about the personal data we hold and why we hold it.
2. Access a copy of your data that we hold by contacting us directly by letter or e mail: we will acknowledge your request and supply a response within one month or sooner.
3. Check the information we hold about you is correct and to make corrections if not
4. Stop using your information – e.g. stop sending you reminders for appointments
5. Have your data erased in certain circumstances.
6. Transfer your data to someone else if you tell us to do so and it is safe and legal to do so.
7. Tell us not to actively process or update your data in certain circumstances.

## **Keeping your information safe**

We store patients' personal data on our practice computer system and in a manual filing system. Patient information cannot be accessed by those who do not work at the practice. Employees understand their legal responsibility to maintain confidentiality and follow practice procedures to ensure this.

We take precautions to secure the building, filing system and computers.

### **How long is the Personal Data stored for?**

1. We will store patient data for as long as we are providing care, treatment or recalling patients for further care. We will archive (that is, store it without further action) for as long as is required for legal purposes as recommended by trusted experts. This is usually for 10 years after the date of the patient's last visit or until they reach 25 years of age, whichever is the longer.
2. We must store employment data for six years after an employee has left.
3. We must store contractors' data for seven years after the contract is ended.

### **What if you are not happy or wish to raise a concern about processing?**

You can complain in the first instance, to Distinctive Dentistry to our Data Controller, who is *Deborah Lewis at 25 Lower Gungate, Tamworth B79 7AT. Tel 01827 62112, [info@distinctivedentistry.co.uk](mailto:info@distinctivedentistry.co.uk)* and we will do our best to resolve the matter. If this fails, you can complain to the Information Commissioner at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) or by calling 0303 123 1113.

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