

Privacy Policy....

A & H Dental Care treats the privacy of our patients very seriously and complies with the General Data Protection Regulation (GDPR). This policy describes how we protect and manage any personal data* you share with us and that we hold about you, including how we collect, process and share that data.

*Personal data we hold means any information that may be used to identify an individual, including but not limited to:

- Your past and current medical and dental condition
- Personal details such as your age, address, telephone number, email address, your general medical practitioner
- Radiographs, clinical photographs and study models
- Information about the treatment that we have provided or propose to provide, and its cost
- Notes of conversations/incidents that might occur for which a record needs to be kept
- Records of consent to treatment
- Any correspondence relating to you with other health care professionals, for example in the hospital or community care services.

How do we obtain your personal data

You provide us with personal data on your medical history and your practice membership form, in letters and emails, verbally in person and over the telephone. The rest of the personal data is recorded by us as we provide your dental care, or in correspondence from other dental or medical providers.

How we use your personal data

We need to keep comprehensive and accurate personal data about you in order to provide safe and appropriate dental care. This is the legal basis of our holding your personal data. We will use your data to provide you with details about other services or products that we offer that we think will be relevant to your ongoing care or may be of interest to you.

Do we use your data for marketing purposes

Your details will not be passed onto any third parties for marketing purposes. However we may contact you from time to time with A & H Dental Care marketing such as special offers, you may opt out at any time.

How we process the data

We will process the personal data that we hold about you in the following way.

Retaining the information

Our regulators require us to retain your dental records while you are a practice patient and after you cease to be a patient, for 10 years or for children until age 25, whichever is the longer. After this time records are shredded and disposed of and computer files deleted.

Security of current and archived information

Personal data about you is held in the practices computer system and in our current or archive record manual filing systems. The information is not accessible to the public and only authorised members of staff have access to it. Our computer system is protected has secure audit trails and we back up information routinely.

Disclosure of Information

In order to provide proper and safe dental care, we may need to disclose personal information about you to:

- Your general medical practitioner and/or pharmacist upon issue of a prescription for medicines or for treatment.
- The hospital or community dental service.
- Other health professionals caring for you within the practice or on referral, also on prescription to our dental laboratory
- HM Revenue & Customs
- Private dental scheme provider of which you are a member
- We must also allow access to our computer hardware & software support engineers on the understanding they keep the information confidential.

Disclosure will take place on a 'need to know' basis, so that only those individuals/organisations who need to know in order to provide care to you and for the proper administration of Government will be given the information. Only that information that the recipient needs to know will be disclosed. We do not transfer your data outside the European Economic Area (EEA).

When required by law or a court order, personal data may have to be disclosed to a third party not connected with your health care. In all other situations, disclosure that is not covered by this Privacy Policy will only occur when we have your specific consent.

Data subject rights

Subject access requests

The General Data Protection Regulation (GDPR) grants you 'the data subject' the right to access particular personal data that we hold about you. This is referred to as a subject access request. Access may be obtained by making a request in writing. We will provide a copy of the record within 21 days of the receipt of the request and an explanation of your record should you require it.

Right to rectification

You, the data subject shall have the right to obtain from us, without undue delay, the rectification of inaccurate personal data we hold concerning you. Taking into account the purpose of the processing, you, the data subject shall have the right to have incomplete personal data completed.

Right to restriction of processing

Subject to exemptions, you, the data subject shall have the right to obtain from us restriction of processing where one of the following applies:

- a) the accuracy of the personal data is contested by you, and is restricted until accuracy has been verified;
- b) the processing is unlawful and you oppose the erasure of the personal data and instead request the restriction of its use;
- c) we no longer need the personal data for the purposes of processing, but it is required by you for the establishment, exercise or defence of legal claims;
- d) you have objected to the processing of your personal data pending the verification of whether there are legitimate grounds for us to override these objections.

Right to data portability

You have the right to receive your personal data, which you have provided to us, in a structured, commonly used and machine readable format.

Right to object

You have the right to object about the processing of personal data concerning you unless this relates to processing that is necessary for the performance of a task carried out in the public interest or an exercise of official authority vested in us. We shall no longer process the personal data unless we can demonstrate compelling legitimate grounds for the processing, which override your interests, rights and freedom or the establishment, exercise or defence of legal claims.

Right to not be subject to decisions basely solely on automated processing.

We do not carry out any automated processing, which may lead to an automated decision based on your personal data.

Invoking your rights

If you would like to invoke any of these rights please write to: Mr Adam Precelton, The Data Controller, A & H Dental Care, 38 West Street, Warwick, CV34 6AN or email ahdentalcare@btconnect.com.

Accuracy of Information

In order to provide the highest level of customer service possible, we need to keep accurate personal data about you. We take reasonable steps to ensure the accuracy of any personal data we obtain. You can help us by informing us of any changes in your personal data when they occur.

Websites

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will endeavour to prevent unauthorised access. Our site may, from time to time, contain links to and from the websites of other relevant providers. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Important Information

Questions and queries

If you have any questions which are not answered by this Privacy Policy, or have any concerns about how we may use the personal data we hold please write to Mr Adam Precelton, The Data Controller, A & H Dental Care, 38 West Street, Warwick, CV34 6AN or email ahdentalcare@btconnect.com.

Policy Changes

This Privacy Policy is reviewed regularly. This is to make sure that we continue to meet the highest standards and to protect your privacy. We reserve the right at all times to update, modify or amend this policy.

If you have a complaint

If you have a complaint regarding the use of your personal data or sensitive information then please contact us by writing to Mr Adam Precelton, The Data Controller, A & H Dental Care, 38 West Street, Warwick, CV34 6AN or email ahdentalcare@btconnect.com and we will do our best to help you.

If your complaint is not resolved to your satisfaction and you wish to make a formal complaint to the Information Commissioner's Office (ICO), you can contact them on Tel. 01625 545745 or 0303 123 1113. You also have the right to judicial remedy against a legally binding decision of the ICO where you consider that your rights under this regulation have been infringed as a result of the processing of your personal data. You have the right to appoint a third party to lodge the complaint on your behalf and exercise your right to seek compensation.

Privacy Policy



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www.ahdentalcare.co.uk

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Mr Adam Precelton BDS MFGDP (UK)