

## Privacy Policy for Brentfield Dental Centre

Welcome to Brentfield Dental Centre's Privacy Policy. At Brentfield Dental Centre, we are committed to protecting your privacy and safeguarding your personal information. This privacy policy outlines how we collect, use, disclose, and protect your information in compliance with the Data Protection Act 2018 in the UK and the General Data Protection Regulation (GDPR).

As part of our commitment to transparency and legal compliance, this policy provides you with details on the types of information we collect, the purposes for which we use it, and the measures we take to ensure its security. By engaging with our services, you consent to the practices described in this policy.

We regularly review and update our privacy practices to align with legal requirements and best practices. Please take the time to familiarise yourself with the contents of this policy. If you have any questions or concerns, feel free to contact us.

At Brentfield Dental Centre, we collect personal information essential for delivering optimal dental healthcare and prevention. The categories and examples of data we process include:

- **Contact Information:** Name, email, phone number.
- **Demographic Information:** Age, gender, location.
- **Health Information:** Medical history, dental records.

**1.A) Purpose of Processing:** In our clinic, you will be asked to provide personal information when joining the practice. The purposes for processing your personal data include:

1. **Dental Healthcare Provision:** Personal data is processed to provide you with the best dental healthcare, treatment plans, recall appointments, reminders, or estimates.
2. **Family Members' Details:** We may collect personal data, such as details of family members, for the provision of healthcare to children or for emergency contact purposes.
3. **Team Members' Employment:** Personal data is processed for the purposes of employed and self-employed team members' employment and engagement.
4. **Communication:** Personal data may be used for direct/email or text communication to inform you of important announcements, new treatments/services, or referrals.
5. **IP Addresses:** We collect IP addresses to understand our patients better, inform our marketing approach, and improve the website experience.
6. **Special Category Data - Health Records:** Health records are processed for the delivery of healthcare and meeting our legal obligations.
7. **Equality Act Compliance:** Special category data is processed to meet the requirements of the Equality Act 2010.
8. **Criminal Checks:** Details of criminal checks for employees and contracted team members are processed.

**1.B) Data Minimisation and Confidentiality:** We minimise the data we keep and do not retain it longer than necessary. Personal details are never passed to a third party unless there is a contract for them to process data on our behalf, and we otherwise keep it confidential.

### **1.C) Personal Data Processing:**

We process various personal data, including your name, address, gender, date of birth, medical and dental history, family medical history, family contact details, marital status, financial details for payment processing, your doctor's details, and information related to treatment at our practice. Additionally, we may process more sensitive special category data, such as ethnicity, race, religion, or sexual orientation, to fulfil obligations under the Equality Act 2010 or modify treatment to align with your religious preferences.

### **1.D) Retention Periods:**

Special category data in patient records is retained for a minimum of 10 years, potentially longer for complex records or to comply with legal requirements. Staff records are retained for 6 years, while other personal data is retained for 2 years after the last processing.

**2.A) Patient Referrals:** If we plan to refer a patient to another practitioner or secondary care, we seek the individual's permission before making the referral. This ensures data confidentiality, and we also obtain their consent for the process, ensuring they are well-informed about the procedure.

**3.A) NHS/HSC Data Sharing:** Patient data may be shared with the NHS in England, Scotland, and Wales, or the HSC in Northern Ireland if receiving NHS or HSC treatment.

**4.A) Data Collection Points:** Personal data is obtained when a patient joins the practice and when a patient is referred to the practice.

### **4.B) How We Collect Information**

We collect information through:

- Direct Interaction: Forms, appointments, emails.
- Automated Means: Cookies, analytics tools.

### **4.C) Use of Information**

We use information to:

- Provide services and appointments.
- Improve and personalise user experience.
- Send updates, promotions, or important information.

### **5.A) Information Sharing**

We may share information with:

- Service Providers: Dental professionals, IT support.
- Legal Compliance: When required by law.

### **6.A) Your Personal Data Rights:**

As an individual, you are entitled to the following rights concerning your personal data:

- **The right to be informed:** You have the right to know about the collection and use of your personal data.

- **The right of access:** You can request a free copy of the personal data we hold about you.
- **The right to rectification:** If your data is inaccurate or incomplete, you have the right to correct it.
- **The right to deletion:** You can request the deletion of your personal data, noting that clinical records must be retained for a specified period.
- **The right to restrict processing:** You have the right to limit the processing of your personal data.
- **The right to data portability:** You can request the transfer of your data to another party. (Such as referrals)
- **The right to object:** You can object to the processing of your personal data.
- **Rights in relation to automated decision making and profiling:** You have specific rights concerning automated decision-making processes.
- **For Patients:** If you are a patient, you can withdraw consent for important notifications. You also have the right to correct errors in your personal details or withdraw consent for communication methods such as telephone, email, or text. Additionally, you can obtain a free copy of your patient records within one month.
- **For Non-Patients:** If you are not a patient, you can withdraw consent for processing personal data, request a free copy of it within one month, correct errors, or ask for its deletion. You also have the option to withdraw consent for communication methods such as telephone, email, or text.

#### **7.A) Data Security**

We employ industry-standard security measures to protect your information.

#### **8.A) Cookies and Similar Technologies**

We use cookies for site functionality, analytics, and personalisation.

#### **9.A) Links to Other Websites**

Our website may contain links to third-party sites. We are not responsible for their privacy practices.

#### **10.A) Children's Privacy**

Our services are not intended for children under the age of 13, and we do not knowingly collect information from them. While we welcome appointments for individuals of all ages, we have a policy that individuals under 18 must be accompanied by an adult.

#### **11.A) Changes to this Policy**

We may update this policy. Please review periodically for changes.

#### **12.A) Contact Us**

For any questions or concerns regarding this policy, please contact us at 020 8451 7226.

#### **13.A) Consent**

By using our website or services, you consent to this Privacy Policy.

