

Introduction

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 this page occasionally on our website to ensure that you're happy with any changes. By using 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: info@abbeydentalpractice.co.uk

By telephone: 01606 44725

By writing to: Mrs Jacqueline Vero

Who we are

We are a team of dental professionals who are passionate about providing the highest possible standards of 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 care 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.

We will ask you to complete in writing how and in what circumstances we may use this information in future.

You can choose to stop email, telephone calls, addressed post and/or text messages directed to you by contacting us.

Where do we collect information about you?

We collect information about you in the following ways:

When you give it to us DIRECTLY

We obtain information about you when you:

- Attend our practice as a patient
- Complete 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
- Attend one of our events
- Make payments to us using a card, credit agency or payment plan

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- use our website

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

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
- Your next of kin or carer contact details
- Your family members names

If you use our website we collect your IP address and information regarding what pages are accessed and when.

How do we use your information?

We process and use your information to provide you with safe dental care.

How long do we keep this information?

If you would like to know how long we keep your information for, please contact our Data Protection Officer at info@abbeydentalpractice.co.uk

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 online templates and audits are always encrypted and our network is protected and routinely monitored.

Who has access to this information?

The dentists, nurses, hygienists and receptionists can access the information.

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, processing 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: info@abbeydentalpractice.co.uk Alternatively, you can put your request in writing to: Mrs Jacqueline Vero

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- 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 a right to choose whether or not you wish to receive information from us.

How you can access your information

If you would like to access the information we hold about you please:

Send an e-mail to: info@abbeydentalpractice.co.uk

Write to: Mrs Jacqueline Vero, Abbey Dental Practice, 3 Kingsmead Square, Regency Way, Northwich, Cheshire, CW9 8UW.

Please note, we may ask you to complete a form in order to help us locate the information that would like access to.

Marketing preferences

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

Contact us

If you have any questions regarding this policy, our privacy practices or data protection, please contact our Data Controller who is Mrs Jaqueline Vero.

You can do this:

By email: info@abbeydentalpractice.co.uk

By telephone: 01606 44725

How the NHS and care services use your information

Abbey Dental Practice is one of many organisations working in the health and care system to improve care for patients and the public.

If you use a health or care service, such as visiting our dental practice, important information about you is collected in a patient record. Collecting this information helps to ensure you get the best possible care and treatment.

The information collected about you when you use these services can also be used and provided to other organisations for purposes beyond your individual care, for instance to help with

- Improving the quality and standards of care provided
- Research into the development of new treatments
- Preventing illness and diseases
- Monitoring safety
- Planning services

This may only take place when there is a clear legal basis to use this information. All these uses help to provide better health care for you, your family and future generations.

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Confidential patient information about your health and care is **only used** like this where allowed by the law.

Most of the time, anonymised data is used for research and planning so that you cannot be identified in which case your confidential patient information isn't needed.

You have a choice about whether you want your confidential patient information to be used in this way. If you are happy with this use of information you do not need to do anything. If you choose to opt out your confidential information will still be used to support your individual care.

To find out more or to register your choice to opt out, please visit www.nhs.uk/your-nhs-data-matters.

You can also find out more about how patient information is used at:

www.hra.nhs.uk/information-about-patients (which covers health and care research) and understandingpatientdata.org.uk/what-you-need-to-know (which covers how and why patient information is used, the safeguards and how decisions are made)

You can change your mind about your choice at any time.

Data being used or shared for purposes beyond individual care does not include your data being shared with insurance companies or used for marketing and data would only be used in this way with your specific agreement.