



D O'Connor & Associates Privacy Policy

INFORMATION FOR PATIENTS

This practice complies with the Data Protection Act (1998) and the General Data Protection Regulations (GDPR) 2018. As a patient of our practice, your information is also governed by the Care Quality Commission and General Dental Council regulations.

Your rights

The GDPR outlines your enhanced rights including:

- **The right to be informed:** you have a right to know how your personal data is processed, how long we keep it for and who your data is shared with in a clear and transparent privacy notice.
- **The right of access:** you have the right to access any personal information we hold about you at the practice, free of charge. You can ask for this by completing a “subject access request” and we will respond within one month.
- **The right to rectification:** you have the right to have your personal information corrected.
- **The right to erasure:** you have the right to ask for your personal data to be deleted when we no longer need your personal data.
- **The right to restrict:** you have the right to restrict or limit the extent to which we process your personal data.
- **The right to portability:** you have a right to request a copy of your personal information in a structured, commonly-used, machine-readable format and ask for it to be sent to another dental practice.
- **The right to object:** you have the right to object to us processing your personal information for certain things, including direct marketing.

What personal information do we hold?

- basic contact details like your name, phone number, email address and home address, age, national insurance number/NHS number
- Your past and current medical and dental condition and your general medical practitioner details
- Radiographs (X-rays), clinical photographs and study models
- Information about the treatment that we have provided or propose and its cost
- Notes of conversations or 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 services.



Why do we hold this information?

We need to keep accurate personal data about patients to provide you with safe and appropriate dental care. We also need to process personal data about you if we are providing care under NHS arrangements and to ensure the proper management and administration of the NHS.

Retaining information

We are required to retain your dental records, X rays and study models while you are a patient of this practice and after you cease to be a patient, for at least eleven years, or for children until age 25, whichever is the longer.

Security

Your information is held in the practice's computer system and/or in a manual filing system. Your digital record is held on Dentally software. You can read about how Dentally keeps your information secure here [dentally security](#). The information is only accessible to authorised team members with passwords. Our computer system has been secured with audit trails and information is regularly backed up to ensure it is not lost.

We may need to disclose your information

In order to provide proper and safe dental care to:

- Your general medical practitioner
- The hospital or community dental services
- Other health professionals caring for you
- NHS payment authorities
- The Inland Revenue
- The Benefits Agency, where you are claiming exemption or remission from NHS charges
- Private dental schemes of which you are a member.

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 (whose personnel are covered by strict confidentiality rules) will be given the information. Only that information that the recipient needs to know will be disclosed.

In very limited circumstances or 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 Code of Practice will only occur when we have your specific consent. Where possible you will be informed of these requests for disclosure.

Mailing Lists

We use Mailchimp (The Rocket Science Group, LLC) an email marketing subscriber list to send emails to our subscribers. Find out more, see section 16 of [MailChimp's Privacy Policy](#). You will be asked to consent to *opt in* to this mail list. Every newsletter/ survey sent by MailChimp has an *unsubscribe link*



and a *privacy settings link*. You can also contact MailChimp directly to ask them to remove your data from our lists [MailChimp legal](#)

This mailing list helps us to understand what you are looking for from the company and to improve our products and services.

Specifically, we may use data:

For our own internal records

To improve our products and services

To contact you in response to a specific enquiry

To customise the website for you

To send you promotional emails about products, services, offers and other things we think might be relevant to you

To contact you via email or telephone for market research purposes

We will not share your personal information with or sell it to third-party marketers.

Any Questions?

If you have any questions about how we handle your data, please speak to a member of staff. You can also visit the Information Commissioners Office (ICO) website [ICO](#) for more information about GDPR.