



# Brownlow Family Dental Care

## **BROWNLOW FAMILY DENTAL CARE** **Patient Privacy Notice**

### **Introduction**

We are DJ Maguire & Associates Ltd T/a Brownlow Family Dental Care operating at 5 Legahory Centre, Legahory, Craigavon, BT65 5BE.

In providing your dental care and treatment, we will ask for information about you and your health. Occasionally, we may receive information from other providers who have been involved in providing your care. The data we collect may include your name and an email address, but depending on the level of engagement, it could be much more than that.

This Privacy Notice describes the type of personal information we hold about you, why we hold it and what we do with it.

Derek Maguire & Heidi Geddis are responsible for keeping secure the information about you that we hold. Those in the business who have access to your information include management staff, dentists and other dental professionals involved with your care and treatment, and the reception and administration staff responsible for the administration of the business.

Our data protection officers, Derek Maguire & Heidi Geddis, ensure that the business complies with data protection requirements to ensure that we collect, use, store and dispose of your information responsibly. You can contact our data protection officers by email at Heidi@djmaguiredentists.co.uk or by phone on 028 3833 4116.

We will ensure that all personal information supplied is held securely in accordance with the General Data Protection Regulation (Regulation (EU) 2016/679).

### **Information Collection and Use**

We can only keep and use information for specific reasons set out in the law. If we want to keep and use information about your health, we can only do so in particular circumstances. Below, we describe the information we hold and why, and the lawful basis for collecting and using it.

#### *Contact Details*

We hold personal information about you including your name, date of birth, national insurance number, NHS number, address, telephone number, email address and occupation. This information allows us to fulfil our contract with you to provide appointments. We will also use the information to send you reminders and recall appointments as we have a legitimate interest to ensure your continuing care and to make you aware of our services.

#### *Dental Records*

We hold information about your dental and general health, including:

- Clinical records made by dentists and other dental professionals involved with your care and treatment
- X-rays, clinical photographs, digital scans of your mouth and teeth, and study models
- Medical and dental histories
- Treatment plans and consent
- Notes of conversations with you about your care
- Dates of your appointments
- Details of any complaints you have made and how these complaints were dealt with

- Correspondence with you
- Correspondence with you and other health professionals or institutions.

We collect and use this information to allow us to fulfil our contract with you to discuss your treatment options and provide dental care that meets your needs. We also use this information for the legitimate interest of ensuring the quality of the treatment we provide.

#### *Financial Information*

We hold information about the fees we have charged, the amounts you have paid and some payment details. This information forms part of our contractual obligation to you to provide dental care and allows us to meet legal financial requirements.

Where your dental care is provided under the terms of the NHS, we are required to complete statutory forms to allow payments to be processed. This is an NHS requirement.

We need to keep comprehensive and accurate personal data about our patients in order to provide you with safe and effective dental care. We also need to process personal data about you in order to provide registration and care under NHS arrangements and to ensure the proper management and administration of the NHS.

#### **How We Use Your Information**

To provide you with the dental care and treatment that you need, we require up-to date and accurate information about you.

We will share your information with the NHS in connection with your dental treatment.

We may contact you to conduct patient surveys or to find out if you are happy with the treatment you received for quality control purposes.

We will seek your preference for how we contact you about your dental care. Our usual methods are by telephone, text, email or letter.

If we wish to use your information for dental research or dental education, we will discuss this with you and seek your consent. Depending on the purpose and if possible, we will anonymise your information. If this is not possible we will inform you and discuss your options.

We may use your contact details to inform you of dental products and services available within our organisation.

We have CCTV at the practice for the purposes of patient and staff safety (please see our policy for CCTV for further details).

We will ensure that all personal information supplied to us is held securely in accordance with the General Data Protection Regulation (Regulation (EU) 2016/679).

#### **Sharing Information**

Your information is normally used only by those working in the business but there may be instances where we need to share it – for example with:

- Your doctor
- The hospital or community dental services or other health professionals caring for you
- Dental laboratories
- Specialist dental or medical services to which we may refer you
- NHS payment authorities
- The Department for Work and Pensions and its agencies, where you are claiming exemption or remission from NHS charges
- Debt collection agencies
- Private dental schemes of which you are a member

We will only disclose your information on a need-to-know basis and will limit any information that we share to the minimum necessary. We will let you know in advance if we send your medical information to another medical provider and we will give you the details of that provider at that time.

In certain circumstances or if required by law, we may need to disclose your information to a third party not connected with your health care, including HMRC or other law enforcement or government agencies.

## **Keeping Your Information Safe**

When you share your personal information with any company, you have a right to expect that information to be treated with total confidentiality. Your privacy is extremely important to us. We're committed to protecting any personal information you've given us, and we will comply with all relevant data protection laws. This means that:

- We take full responsibility for the information we hold about you
- We will protect your privacy at all times
- We will never sell your personal information

Whether you've supplied your personal details online, by phone or text, by email, by letter, in a document or in person, we will never use them without a lawful reason to do so. We'll use them for the purposes for which they were initially requested and as fully explained in this Privacy Policy.

We store your personal information securely on our practice computer system. Your information cannot be accessed by those who do not work in the business; only those working in the business have access to your information. They understand their legal responsibility to maintain confidentiality and follow company procedures to ensure this.

We take precautions to ensure security of the practice premises, the practice filing systems and computers.

We use high quality specialist dental software to record and use your personal information safely and effectively. Our computer system has a secure audit trail and we back-up information routinely.

## **How Long Do We Keep Your Data For?**

D.J. Maguire & Associates Ltd will not retain your personal information for longer than necessary. We will hold onto the information you provide either while your file is in existence, or as needed to be able to provide the services to you.

We normally keep your records for 10 years after the date of your last visit to the Practice or until you reach the age of 27 years, whichever is the longer. At your request, we will delete non-essential information (for example some contact details) before the end of this period.

If legally required or if it is reasonably necessary to meet regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our terms and conditions, we may also retain some of your information for a limited period of time as required, even after you have closed your file or it is no longer needed to provide the services to you.

## **If you are Under 18 years Old**

If you are under 18, please be sure to read this Privacy Policy with your parent or guardian and ask them questions about anything you don't understand. Please get their permission before you provide us with any personal information.

## **Access To Your Information and Other Rights**

You have a right to access the information that we hold about you and to receive a copy. You should submit your request to the practice in writing or by email. We do not usually charge you for copies of your information; if we pass on a charge, we will explain the reasons.

You can also request us to:

- Correct any information that you believe is inaccurate or incomplete. If we have disclosed that information to a third party, we will let them know about the change
- Erase information we hold, although you should be aware that, for legal reasons, we may be unable to erase certain information - for example, information about your dental treatment
- Stop using your information – for example, sending you reminders for appointments or information about our service. Even if you have given us consent to send you marketing information, you may withdraw that consent at any time.
- Stop using information if you believe the information is inaccurate or you believe we are using your information illegally.
- Supply your information electronically to another dentist.

If we are relying on your consent to use your personal information for a particular purpose, you may withdraw your consent at any time and we will stop using your information for that purpose.

All requests should be made by email to our data protection officer at Heidi@djmaguiredentists.co.uk.

### **Changes to this Privacy Policy**

Please note we are constantly reviewing how we process and protect data. Therefore, changes to our policy may occur at any time. We will endeavour to publicise any changes.

### **Contacting Us**

If you have any questions about our Privacy Policy or the data we hold about you, or you wish to ensure that the data we hold about you is accurate and kept up to date, please do not hesitate to contact us our Data Protection Officer, Derek Maguire/Heidi Geddis, at our practice address.

Should you wish to receive a copy of the personal information we hold on you please contact our Data Protection Officer, at our practice address.

If you do not wish us to use your personal information as described, you should discuss the matter with your dentist. If you object to the way that we collect and use your information, we may not be able to continue to provide your dental care.

If you have any concerns about how we use your information and you do not feel able to discuss it with your dentist or anyone at the practice, you should contact The Information Commissioner's Office (ICO), Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF (0303 123 1113 or 01625 545745).