

Privacy Policy – PURE DENTAL CARE LIMITED

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: reception@puredentalcare.co.uk

By telephone: 01803 862007

By writing to: The Practice Manager, Pure Dental Care Ltd, 21 High Street, Totnes, TQ9 5NP

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 on or by email

us: reception@puredentalcare.co.uk.

Where do we collect information about you?

We collect information about you in the following ways:

- On our computer system
- Paper record cards
- Referral Forms if referred from another practice or healthcare professional

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
- 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. We will also send you information about our products and services if you provide us with your consent to do so.

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 in the practice.

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?

Your information is held in the practice's computer system and/or in a secure manual filing system. The information is only accessible to authorised personnel. Personal information will not be removed from this practice without authorised consent.

Your personal information is carefully protected by the staff at this practice. All access to information is held securely and can only be accessed by regularly changed passwords. Data is encrypted and computer terminals are closed if unattended.

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 if 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 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.

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: reception@puredentalcare.co.uk
- Alternatively, you can put your request in writing to:

- 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 reception@puredentalcare.co.uk

Write to: **The Practice Manager, Pure Dental Care Ltd, 21 High Street, Totnes, TQ9 5NP**

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 and telephone number, 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 practice - You can do this:

By email, to: reception@puredentalcare.co.uk

By telephone: 01803 862007

By writing to: The Practice Manager, Pure Dental Care Ltd, 21 High Street, Totnes, TQ9 5NP