

# DARTMOUTH DENTAL PRACTICE



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## **Privacy Notice and the General Data Protection Regulations (GDPR)**

The General Data Protection Regulation became active on the 24th of May 2018. They were introduced by the European Union and cover all member states. They are superior to those rules currently covered by the Data Protection Act. These new rules give greater protection to the consumer.

### **Introduction**

This notice applies across our entire business and includes our website that we own and operate and all web based services we provide. For the purpose of this notice, we'll just call them our 'services'.

When we say 'personal data' we mean identifiable information about you, like your name, email, address, telephone number, bank account details, payment information and so on. If you can't be identified (for example, when personal data has been aggregated and anonymised) then this notice doesn't apply.

We may need to update this notice from time to time. Where a change is significant, we'll update it here on our website.

You can read the whole notice below,

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**Last updated:** Tuesday, 30 July 2019

Change	
Date	Amendment/Change
Tuesday, 30 July 2019	Review and updating of 'Dental Focus' to 'Oxford Web Developments. Correction to DDP status to 'limited permissions status'.
Sunday, 3 March 2019	Dentally & Romexis added to systems and removal Helix patient system

Here is a summary of some of the key changes we made on Thursday, 24 May 2018:

- **Navigation:** We've split the privacy notice into clear and defined sections so that it's more user-friendly and easier to navigate to the information you need.
- **DDP:** We clarified who DDP is, and where we are based.
- **Principles:** We're using the update to our privacy notice as an opportunity to introduce the key principles that guide our approach to data protection – namely:
  - **Transparency**
  - **Enablement**
  - **Security**
  - **Stewardship**

They're at the heart of everything we do relating to personal data.

- **Collection and Use:** We've provided more information about the ways we collect personal data about you, who we collect that data from, and how we intend to use it.
- **Cookies:** Cookies are used by the web based systems we use to manage the practice. We have been assured by our third party service providers that they also comply with the GDPR. Their privacy policies have to match or exceed our policies. What are 'cookies'? (A cookie is a small piece of data sent from a website and stored on the user's device by the user's web

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browser while the user is browsing. Cookies were designed to be a reliable mechanism for websites to remember stateful information or to record the user's browsing activity. They can also be used to remember arbitrary pieces of information that the user previously entered into form fields such as names, addresses, passwords - these are all designed to make the the user experience better.)

- **Sharing:** We've been more prescriptive about who we share your personal data with, which includes third party service providers and partners, regulators, an actual or potential buyer or where required by law.
- **Security:** We've restated our commitment to protecting your personal data using appropriate technical and organisational measures.
- **Data Subject Rights:** We've set out in more detail all rights individuals have in relation to their personal data and how those rights can be exercised.

## Who are 'we'?

When we refer to 'we' (or 'our' or 'us'), that means Dartmouth Dental Practice. We are based at 24 Victoria Road, Dartmouth, Devon TQ6 9SA.

We provide **Primary Care Dental Services**.

## Our principles of data protection

Our approach to data protection is built around four key principles. They're at the heart of everything we do relating to personal data.

- **Transparency:** We take a human approach to how we process personal data by being open, honest and transparent.
- **Enablement:** We enable connections and efficient use of personal data to empower productivity and growth.
- **Security:** We champion industry leading approaches to securing the personal data entrusted to us.
- **Stewardship:** We accept the responsibility that comes with processing personal data.

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## How we collect your data

When you visit our website or use our services at the practice, we collect personal data. The ways we collect it can be broadly categorised into the following:

**Information you provide to us directly:** When you visit or use some parts of our website and/or services we might ask you to provide personal data to us. For example, we ask for your contact information when you sign up to be a patient of the practice, respond to a job application or an email offer, contact us with questions or request support. If you don't want to provide us with personal data, you don't have to, but it means you will not be able to access our full range of dental services.

**Information we collect automatically:** We collect some information about you automatically when you visit our website or use our services, like your IP address and device type. We also collect information when you navigate through our websites and services, including what pages you looked at and what links you clicked on. This information is useful for us as it helps us get a better understanding of how you're using our websites and services so that we can continue to provide the best experience possible (e.g., by personalising the content you see).

Some of this information is collected using cookies and similar tracking technologies.

**Information we get from third parties:** The majority of information we collect, we collect directly from you. Sometimes we might collect personal data about you from other sources, such as publicly available materials or trusted third parties like our postcode lookup service. We use this information to supplement the personal data we already hold about you, in order to better inform, personalise and improve our services, and to validate the personal data you provide.

Where we collect personal data, we'll only process it:

- to perform a contract with you, or
- where we have legitimate interests to process the personal data and they're not overridden by your rights, or
- in accordance with a legal obligation, or
- where we have your consent.

If we don't collect your personal data, we may be unable to provide you with all our services, and some functions and features on our websites may not be available to you.

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## How we use your data

First and foremost, we use your personal data to operate our web based dental practice management system and provide you with any services you've requested, and to manage our relationship with you. We also use your personal data for other purposes, which may include the following:

**To communicate with you.** This may include:

- providing you with information you've requested from us or information we are required to send to you for example estimates and quotations or other legitimate dental related matters
- We do not use your personal data for any marketing purposes.
- asking you for feedback or to take part in any research we are conducting

**To support you:** This may include assisting with the resolution of technical support issues or other issues relating to the websites or services, whether by email, in-app support or otherwise.

**To enhance our websites and services and develop new ones:** For example, by tracking and monitoring your use of websites and services so we can keep improving, or by carrying out technical analysis of our websites and services so that we can optimise your user experience and provide you with more efficient tools.

**To protect:** So that we can detect and prevent any fraudulent or malicious activity, and make sure that everyone is using our websites and services fairly and in accordance with our terms of use.

**To analyse, aggregate and report:** We may use the personal data we collect about you and other users of our websites and services (whether obtained directly or from third parties) to produce aggregated and anonymised analytics and reports, which we may share publicly or with third parties.

## How we share your data

There will be times when we need to share your personal data with third parties. We will only disclose your personal data to:

- Specialist Dental Service Providers (such as orthodontists, periodontal specials or implantologists) who Dartmouth Dental Practice (DDP) trust.
- third party service providers and partners who assist and enable us to use the personal data to, for example, support delivery of or provide functionality on our website or services

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- regulators, law enforcement bodies, government agencies, courts or other third parties where we think it's necessary to comply with applicable laws or regulations, or to exercise, establish or defend our legal rights. Where possible and appropriate, we will notify you of this type of disclosure
- an actual or potential buyer (and its agents and advisers) in connection with an actual or proposed purchase, merger or acquisition of any part of our business
- other people where we have your consent.

## International Data Transfers

When we share data, it may be transferred to, and processed in, countries other than the country you live in – where our data hosting provider's servers are located. These countries may have laws different to what you're used to. Rest assured, where we disclose personal data to a third party in another country, we put safeguards in place to ensure your personal data remains protected.

## Security

Security is a priority for us when it comes to your personal data. We're committed to protecting your personal data and have appropriate technical and organisational measures in place to make sure that happens.

## Retention

The length of time we keep your personal data depends on what it is and whether we have an ongoing business need to retain it (for example, to provide you with a service you've requested or to comply with applicable legal, tax or accounting requirements).

We'll retain your personal data for as long as we have a relationship with you and for a period of time afterwards where we have an ongoing business need to retain it, in accordance with our data retention policies and practices. Following that period, we'll make sure it's deleted or anonymised.

For dento-legal reasons we have to retain clinical records for up to 11 years and for longer if you are under 18 years of age.

## Your rights

It's your personal data and you have certain rights relating to it. We do not use your data for marketing purposes.

these rights are:

- to know what personal data we hold about you, and to make sure it's correct and up to date



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- to request a copy of your personal data, or ask us to restrict processing your personal data or delete it
- to object to our continued processing of your personal data

You can exercise these rights at any time by sending an email to [marian.roberts@dartmouthdental.co.uk](mailto:marian.roberts@dartmouthdental.co.uk).

If you're not happy with how we are processing your personal data, please let us know by sending an email to [marian.roberts@dartmouthdental.co.uk](mailto:marian.roberts@dartmouthdental.co.uk). We will review and investigate your complaint, and try to get back to you within a reasonable time frame. You can also complain to your local data protection authority (The Information Commissioners Office - (ICO)). They will be able to advise you how to submit a complaint.

## Systems we use

We have a number of systems that we use to benefit your experience at the practice and they include:

- Dentally - our practice management Software hosted by NJ Technologies <https://dentally.co/>
- Our website - [www.dartmouthdental.co.uk](http://www.dartmouthdental.co.uk) - hosted by Oxford Web Developments
- PTX - our direct debit collection software provided by <https://uk.pt-x.com/ui/bacs>
- BACS (Branch Automated Clearing System) Payment services hosted by [paymentservices.bacs.co.uk](http://paymentservices.bacs.co.uk)
- Braemar Finance (Close Brothers) - we use an online finance application service for those patients who may wish to finance their treatment over an extended period of time. To offer this service we have have to comply with the Financial Conduct Authority (FCA) requirements. You can go [here](#) to see how Braemar Finance use your data. We have 'limited permissions' status to offer this service. 'Limited permission' is a term the FCA use to describe the level of FCA authorisation we require to offer a treatment finance service.