



Privacy Statement

We are a Data Controller under the terms of the Data Protection Act 2018. We are registered with the Information Commissioner No: ZA474142

This **Privacy Notice** explains what patient Personal Information the practice holds, why we hold and process it, who we might share it with, and your rights and freedoms under the Law.

Our Contact Details	
Practice name and address:	<i>Lichfield Dental Care, 67 Shortbutts Lane, Lichfield, Staffordshire, WS14 9BU</i>
Practice telephone number(s):	<i>01543 264557</i>
Practice e-mail address:	<i>practicemanager@getasmile.co.uk</i>
Practice website:	<i>www.getasmile.co.uk</i>
Person responsible for Data Protection queries:	<i>Lynsey Mason</i>

What types of patients' Personal Information do we hold?

The practice holds patients' Personal Information in the following categories:

- Name, identity, (e.g. date of birth) and contact details
- Family details including anyone who may need to give consent for your care
- Medical history, your GP's details, [your NHS number]
- Dental history, records of treatment provided, x-rays and photographs
- Payment details and financial information in connection with your care
- Correspondence relating to your care

Why do we process patients' Personal Information? (What is the "purpose"?)

"Process" means we obtain, store, update and archive your Information.

Patients' Personal Information is held for the purpose of providing patients with appropriate, high quality, safe and effective dental care and treatment and the maintenance of accurate records.

What is the Lawful Basis for processing your Personal Information?

The Law says we must tell you this.

We hold patients' personal information because it is in our **Legitimate Interest** to do so. Without holding the information, we cannot provide your care and treatment effectively. [Also, we must hold information on NHS care and treatment as it is a **Public Task** required by law].



What do we do with your Information?

We will only share your information if it is done securely and it is necessary for us to do so.

- Your personal information may be securely shared with other healthcare professionals who need to be involved in your care (for example if we refer you to a specialist, need laboratory work undertaken or need to consult with your doctor)
- We may also share your personal information securely to third parties where we are required by law or regulation to do so. This may include:
 - The General Dental Council
 - The Care Quality Commission
 - Dental payment plans or insurers
 - NHS Bodies
 - If we are acquired by a third party, in which case personal data held about our customers will be one of the transferred assets.
 - If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use, and other agreements; or to protect the rights, property, or safety of Lichfield Dental Care, our customers or others. This includes exchanging information with other companies and organisations for the purpose of fraud prevention and credit risk reduction.

How do we store your Information?

Your Information is stored securely at the practice in paper form and on protected computer systems. Computer information is backed up regularly and may be securely stored away from our premises.

We will keep your Information for as long as you are having dental care and treatment from us or ask us to remind you or send you future appointments. Otherwise we will archive it (that is, store your Information without processing it) for as long as the NHS or other trusted experts advise. For eleven years from your last contact with us (or until you are age 25 if you are under 18).

What are your data protection rights?

Under data protection law you have the right to:

- Be informed about the personal information we hold and why we hold it
- Have a copy of your data that we hold by contacting us directly: we will acknowledge your request and supply a response within one month or sooner, without charge
- Check the information we hold about you is correct and if not to make corrections
- Have your data erased in certain circumstances
- Transfer your information to someone else if you tell us to do so and it is safe and legal to do so
- Tell us not to actively process or update your information in certain circumstances



What if you are not happy or wish to raise a concern about our processing of your Information?

You can complain in the first instance to Lynsey Mason our Data Protection Officer, contact number 01543 264557 email; practicemanager@getasmile.co.uk and we will do our best to resolve the matter.

If this fails, you can complain to the Information Commissioner at:

- www.ico.org.uk/concerns, by calling 0303 123 1113, or by writing to: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

How the NHS and care services use your information

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

Whenever you use a health or care service, such as attending Accident & Emergency or using Community Care services, important information about you is collected in a patient record for that service. 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 and care for you, your family and future generations. Confidential patient information about your health and care is **only used** like this where allowed by 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 do choose to opt out your confidential patient 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. On this web page you will:



- See what is meant by confidential patient information
- Find examples of when confidential patient information is used for individual care and examples of when it is used for purposes beyond individual care
- Find out more about the benefits of sharing data
- Understand more about who uses the data
- Find out how your data is protected
- Be able to access the system to view, set or change your opt-out setting
- Find the contact telephone number if you want to know any more or to set/change your opt-out by phone
- See the situations where the opt-out will not apply

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

<https://www.hra.nhs.uk/information-about-patients/> (which covers health and care research); and <https://understandingpatientdata.org.uk/what-you-need-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 purposes and data would only be used in this way with your specific agreement.

Health and care organisations have until 2020 to put systems and processes in place so they can be compliant with the national data opt-out and apply your choice to any confidential patient information they use or share for purposes beyond your individual care. Our organisation is currently compliant with the national data opt-out policy.