

GDPR PRIVACY STATEMENT



Collection of data:

As a care provider we need to collect personal information from our patients to enable us to provide the best quality care possible. We will only obtain and use your data in ways relevant to carrying out our legitimate purposes and functions and in a way that is not detrimental to the interests of our patients. We will process your data in a way which is fair, transparent, unambiguous and in-keeping with the law.

What information do we collect?

Dental professionals caring for you keep records about your health and any treatment and care you receive. These records may be written down in paper records or held on computer. These records may include:

- Basic details about you such as name, address, date of birth, next of kin, etc.
- Contact we have had with you such as appointments.
- Notes and reports about your health, treatment and care.
- Results of x-rays.
- Relevant information from people who care for you and know you well such as health professionals and relatives.
- Financial information for payment of any treatments

It is essential that your details are accurate and up to date. Always check that your personal details are correct when you visit us and please inform us of any changes as soon as possible.

Ways that we keep your data secure

New Tec Dental has the necessary measures in place to ensure your personal information is stored and accessed securely. Everyone working at the practice has a legal duty to keep information about you confidential.

Data controllers at this dental practice are registered with the Information Commissioners Office (ICO). A data protection officer has been appointed to regularly update and audit our data protection procedures. Your information will only be kept for as long as required in accordance with current GDPR and data protection regulations.

How your personal information is used:

Your records are used to direct, manage and deliver the care you receive to ensure that:

- The dental professionals involved in your care need to have accurate and up to date information to assess your oral health and decide on the most appropriate care for you.
- Your concerns can be properly investigated if a complaint is raised.
- Appropriate information is available if you see another dental professional, or are referred to a specialist.
- From time-to-time we may use your contact information to send you details of products and services that directly relate to your oral healthcare.
- We may collect technical data about the type of Internet browser and computer operating system that you use. This information does not identify you as an individual and is used only for tracking of site use.

Sharing your data

We have an information processing agreement (IPA) with all third parties we share your data with, to ensure they comply with GDPR and to ensure that your information remains secure.

New Tec Dental may disclose your personal information to the following third parties: to continue to provide you with your dental care, as part of a legitimate business interest and to comply with our regulators:

- Dental Laboratories (if you require any dental prosthesis)
- Referral Services such as hospitals or specialist providers
- Care Quality Commission (CQC)
- General Dental Council (GDC)
- Social Services
- Other healthcare providers.
- Any solicitors or legal representatives you wish us to share your information with.
- 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 protect the rights, property, or safety of New Tec Dental, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud prevention and credit risk reduction.
- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.

Your rights:

You have the right to ask us not to process your personal data for marketing purposes. You have the right to opt out at any time by unsubscribing via our email or text communications by writing to: New Tec Dental, 29 Northways Parade, College Crescent, Swiss Cottage London NW3 5DR. You have the right to object to providing us with data and how it is disclosed or used, however this may affect our ability to providing you with your dental care.

The Act gives you the right to access information held about you. Requests should be made by submitting a "subject access form" which is available from reception.