

Privacy Policy

Patient Data

Trinity Dental takes great care to protect the personal data we hold for our patients in line with the requirements of the General Data Protection Regulation (GDPR).

The purpose of collecting and storing personal data about our patients is to ensure we can:

- Provide, appropriate, safe and effective dental care, treatment and advice for all our patients
- Fulfil any contracts we hold in relation to their care
- For business administration of their care.

Personal data held for our patients

The personal data we process (processing includes obtaining the information, using it, storing it, securing it, disclosing it, and destroying it) for our patients includes:

- Name, address, date of birth
- Next of kin
- Email address
- Phone numbers
- GP contact details
- Occupation
- Medical history
- Dental care records
- Photographs
- Family group
- Payment plan details
- Financial information
- Credit cards receipts
- Correspondence
- Details of any complaints received

We keep an inventory of personal data we hold on our patients and this is available for patients on request. A list of personal information held is also included in our Privacy Notice that is given to all patients.

Disclosure to third parties

The information we collect, and store will not be disclosed to anyone who does not need to see it.

We will share our patients' personal information with third parties when required by law or to enable us to deliver a service to them or where we have another legitimate reason for doing so. Third parties we may share patients' personal information with may include:

- Regulatory authorities such as the General Dental Council or the Care Quality Commission
- NHS Local Authorities
- Dental payment plan administrators
- Insurance companies
- Loss assessors
- Fraud prevention agencies
- In the event of a possible sale of the business at some time in the future.

We may also share personal information where we consider it to be in a patient's best interest or if we have reason to believe an individual may be at risk of harm or abuse.

Personal privacy rights

Under the GDPR all individuals who have personal information held about them have the following personal privacy rights:

- Right to subject access.
- Right to have inaccuracies deleted.
- Right to have information erased.
- Right to object to direct marketing.
- Right to restrict the processing of their information, including automated decision-making.
- Right to data portability.

Patients who wish to have inaccuracies deleted or to have information erased must speak to the dentist who provided or provides their care.

Legal basis for processing data held about patients

The GDPR requires us to state the legal basis upon which we process all personal data for our patients and it requires us to inform our patients of the legal basis on which we process their personal data. This is clearly stated in our privacy notice that is given to all patients.

The legal bases for recording individual types of data are recorded in our patient personal data inventory. This is available for all patients to see on request.

The legal basis on which we process personal information for our private patients is as a legitimate interest to ensure your continuing care and to make you aware of our services.

Automated decision making

All individuals who have personal data held about them have a right to object to their personal data being subjected to automated decision making.

Patients will always be asked to give specific, informed, and verifiable, opt in consent for any processes involving automated decision making.

Consent

Trinity Dental always obtains specific, unambiguous opt in consent from all patients to whom we send direct marketing information. We collect Contact Consent via our practice management software and this is stored electronically within the patients' records.

We also obtain specific, unambiguous, opt in consent from our patients for appointment reminders and appointment recalls. For a new patient, we obtain consent for these things when the patient first attends the clinic. For an existing patient, we ask the patient for consent when they attend for their recall appointment or for a treatment appointment. We refresh this consent annually when the patient updated their medical history information.

Withdrawal of consent

Patients who have given their opt in consent have a right to withdraw their consent at any time. Patients are advised of their right to withdraw their consent for anything they wish to withdraw from in our privacy notice.

Retention period

Trinity Dental retains dental records and study models while the patient is a patient of the clinic and after they cease to be a patient, for at least 11 years, or for children until age 25, whichever is the longer.

Complaints

All individuals who have personal data held about them have a right to complain. All complaints concerning personal data should be made in person or in writing to the clinic manager, details can be found in the clinic Complaints Policy. All complaints will be dealt with in line with the Complaints Policy and procedures.

Transferring personal data outside the EU

Trinity Dental uses laboratories outside of the EU. Laboratory work is sent to the USA for certain orthodontic cases.

Laboratory work sent outside the EU will be labelled with the patient's unique identifying number rather than the patient's name. A record of the unique identifying number will be held at the clinic.

Policy Date: September 2019

Review Date: ~~August 2020, June 2021, June 2022, May 2023~~, May 2024