

## **Data Protection - PATIENTS**

In providing YOUR orthodontic treatment we will ask for information about YOU and YOUR health. Occasionally we may receive information from other persons who have been involved in providing YOUR care. This Privacy Notice describes the type of personal information we hold, why we hold it and what we do with it. The rights described later can be exercised if YOU are under 18, in some circumstances.

### **Information that we collect**

We may collect the following information about you:

- ◇ Personal details such as YOUR name, date of birth, national insurance number, NHS number, address, telephone (landline/mobile) number and email address
- ◇ Information about YOUR dental and general health, including
  - Clinical records made by dentists and other dental professionals involved with YOUR care and treatment
  - X-rays, clinical photographs, digital scans of YOUR mouth and teeth, and study models
  - Medical and dental histories
  - Treatment plans and consent
  - Notes of conversations with YOU (and parent/carer, as applies) about YOUR care
  - Dates of YOUR appointments and details of YOUR appointment attendance
  - Details of any complaints YOU have made and how these complaints were dealt with
  - Correspondence with other health professionals or institutions
- ◇ Details of the fees we have charged, the amounts YOU have paid and some payment details

Accessible Orthodontics (O) Ltd is responsible for keeping the information that we hold, about YOU, secure.

Our Senior Information Risk Officer ("SIRO") ensures that that the Practice complies with data protection requirements to ensure that we collect, use, store and dispose of YOUR information responsibly.

Those at the Practice who have access to YOUR information include our Dental Care Professionals involved with YOUR care and treatment **and** our reception and administrative support staff responsible for the management and administration of our Services delivery.

### **How we use YOUR information**

To provide YOU with the orthodontic treatment that YOU need, we require up-to-date and accurate information about you. That allows us to keep our treatment contract promises with you and comply with our legal obligations in delivering your treatment.

We will seek YOUR preference for how we contact YOU about YOUR dental care. Our usual methods are telephone, text (appointment reminders), email or letter.

If we wish to use YOUR information for dental research or dental education, we will discuss this with YOU and seek YOUR consent. Depending on the purpose and if possible, we will anonymise YOUR information. If that is not possible we will inform YOU and discuss YOUR options. If we wish to use YOUR photographic or other information for promotional purposes ("before/after" or illustrative) we will discuss this with YOU and seek YOUR consent. We will anonymise YOUR information. YOU are always free to stop YOUR consent – just let us know in writing.

### **Sharing information**

YOUR information is normally used only by those working at the Practice but there may be instances where we need to share it – for example, with:

- ◇ YOUR dentist or doctor
- ◇ The hospital or community dental services or other health professionals caring for you
- ◇ NHS payment authorities
- ◇ The Department for Work and Pensions and its agencies, where YOU are claiming exemption or remission from NHS charges
- ◇ Private dental schemes of which YOU are a member.

We will only disclose YOUR information on a need-to-know basis and will limit any information that we share to the minimum necessary.

In certain circumstances, or if required by law, we may need to disclose YOUR information to a third party not connected with YOUR health care, including HMRC or law enforcement or other government agencies.

## ACCESSIBLE ORTHODONTICS' PRIVACY NOTICE

### **Keeping YOUR information safe**

We store YOUR personal information securely on our Practice computer system and/or in a manual filing system. YOUR information is kept secure: only those working at the Practice have access to YOUR information. They understand their legal responsibility to maintain confidentiality and follow Practice procedures to ensure it is not breached.

We use high-quality specialist dental software to record and use YOUR personal information safely and effectively. Our computer system has a secure audit trail and we back-up information routinely, very regularly. We take precautions to ensure security of the Practice premises, the Practice filing systems and computers.

We keep YOUR records for 8 years after the date of YOUR last Treatment-related visit to the Practice or Treatment-related contact with us, whichever is the later.

### **Access to YOUR information and other rights**

In respect of YOUR information you have the rights to request us to:

- ⇒ Give access to the information that we hold about YOU and to receive a copy. We do not usually charge YOU for copies of YOUR information; if we pass on a charge, we will explain the reasons.
- ⇒ Correct any information that YOU believe is inaccurate or incomplete. If we have disclosed that information to a third party, we will let them know about the change
- ⇒ Erase information we hold - although YOU should be aware that, for legal reasons, we may be unable to erase certain information (for example, information about YOUR dental treatment)
- ⇒ Stop using YOUR information – for example, sending YOU reminders for appointments or information about our service
- ⇒ Supply YOUR information electronically to another dentist.

Submit YOUR request to the Practice in writing or by email (**use our dedicated address - [Data@accessible-orthodontics.com](mailto:Data@accessible-orthodontics.com)**) , indicating what you are requesting and for what information.

### **If YOU do not agree**

If YOU do not agree with us using YOUR personal information as described YOU should discuss the matter with YOUR orthodontic clinician or the Practice Manager. If YOU object to the way that we collect and use YOUR information, we may not be able to continue to provide YOUR orthodontic treatment.

## ACCESSIBLE ORTHODONTICS' PRIVACY NOTICE

### **If YOU have concerns**

If YOU have any concerns about how we use or intend to use YOUR information please discuss the matter with and YOUR orthodontic clinician or the Practice Manager or anyone at the Practice.

If it is more convenient you can start those discussions by sending us an explanatory email (**use our dedicated address - *Data@accessible-orthodontics.com***), telling us what your concerns are OR what you do not want us to do with YOUR information. Let us know how we can best continue to discuss your Request.

If YOU are still not comfortable or happy with the outcome after that or YOU do not feel able to discuss it with anyone at the Practice, YOU should contact:

**The Information Commissioner's Office (ICO),  
Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF  
(0303 123 1113 or 01625 545745).**

REVIEW DATE: **AUGUST every year**

In keeping with our commitment to transparency we want you to know that you can easily find a copy of this Privacy Notice, as well as important related Policies, using the "Data Protection" Quick Link on our website ([www.accessible-orthodontics.co.uk](http://www.accessible-orthodontics.co.uk))