



Privacy notice for patients including children

The practice is committed to complying with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, GDC, and other standards.

Data Controller

Highbury Dental Clinic part of Dencorp is the Data Controller responsible for your personal data.

Address: 103 Holloway Road, London, N7 8LT

Email: Hello@highburydental.co.uk

Telephone: 02081666169

We collect and process your personal data when you provide the information requested on this form **or** request more information about or purchase a product or service.

What type of information do we hold?

- Personal details such as your address, date of birth, phone number and email address
 - This is for the provision of dental health care, providing treatment plans, estimates and recalls
- Personal details of family members or emergency contact details
- Medical history including your GP's name and address
- Past and present dental history including x-rays and photographs
- Information about the treatment we have proposed and provided along with its price.
- Notes of conversations or incidents that might occur for which a record needs to be kept
- Records of permission or consent for treatment.
- Correspondence to other healthcare professions such as referrals
- Financial information relating to your treatment
- Details of any complaints made

We only collect the personal data about you requested on this form and that you otherwise provide to us **AND** We may collect, use, store and transfer different kinds of personal data about you as well as the information on this form. This data may include identity data, contact data, financial data, transaction data, technical data, profile data, usage data and marketing and communications data.

Information collected via our website

When you use our website, we may collect and process personal data that you provide directly, for example when you:

- Complete a contact form
- Submit an enquiry
- Register as a patient or book an appointment online

This information may include your name, contact details, and any details you choose to provide in your message.

We may also automatically collect limited technical information, such as:

- IP address
- Browser type and device information

- Website usage data through cookies (where applicable)

This information is used to:

- Respond to your enquiries
- Manage appointments
- Improve our website and services
- Ensure website security

Where cookies or similar technologies are used, you will be provided with clear information and choices in line with data protection requirements.

We will only use information collected via our website for legitimate purposes and in accordance with this privacy notice.

CCTV Monitoring

We use CCTV on our premises for the purposes of security, safety, and the prevention and detection of crime. The use of CCTV is clearly signposted and monitored in accordance with our CCTV policy and the requirements of data protection law.

For more information, please refer to our CCTV Policy, which is available <on request/from reception/on our website>.

Why do we need to keep this information?

We use your information to:

- Provide safe and appropriate dental care and treatment
- Maintain accurate clinical records
- Arrange appointments and recalls
- Communicate with other healthcare professionals
- Process payments and manage accounts
- Meet legal and regulatory obligations
- Manage complaints and incidents
- Improve our services

Our legal basis for processing data is:

We process your personal data under the following lawful bases:

- **Article 6(1)(c) – Legal obligation** (regulatory requirements)
 - **Article 6(1)(f) – Legitimate interests** (e.g. managing appointments, complaints, business administration)
- For special category health data:
- **Article 9(2)(h) – Health and social care provision**
 - **Article 9(2)(f) – Legal claims**

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 CQC/HIW/HIS/RQIA
- Dental payment plans or insurers

We may also share your data with trusted service providers (e.g. dental software providers, IT support, payment processors) who process data on our behalf under strict contractual agreements.

We will only send you marketing communications if you have given explicit consent or where the law allows. You may withdraw your consent at any time.

How do we store your Information?

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

Retention periods

- We retain dental records in line with the Records Management Code of Practice (or equivalent guidance), typically for a minimum of 11 years (or longer where required).
- There are several other documents that we may collect that have a variety of retention dates which needs to be kept for 2 years minimum. We have a retention schedule listing all documents and the timeframes for disposal. Retention periods may be changed from time to time based on business or legal and regulatory requirements

Your rights under GDPR

- **Access**
You have a right to access the information that we hold about you and to receive a copy. You can make a request by contacting your practice or by e-mailing <Practice Email Address>.
- **Rectification**
You have a right to correct any information that you believe is inaccurate or incomplete. Please contact your practice to request a change in information.
- **Erasure**
You have a right to request that we delete your personal information, although you should be aware that, for legal reasons, we may be unable to erase certain information (for example, information about your dental treatment). Please contact your practice to make this request.
- **Restriction**
You have the right to request us to restrict the processing of your personal information for example, sending you reminders for appointments or information about our service. Please contact your practice to make this request.
- **Portability**
You have a right to data portability; this could include supplying your information to another dentist. Please contact your practice to make this request.

Concerns or Complaints

If you have a concern about how your personal data is being used, we ask that you contact us in the first instance so we can investigate and resolve the issue.

We take all data protection complaints seriously and will:

- Acknowledge your concern promptly
- Investigate the matter thoroughly
- Respond within a reasonable timeframe

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at any time, although we encourage you to contact us first so we can try to resolve your concern. Further details on how complaints are handled can be found without our Complaints Policy.

The Information Commissioner's Office (ICO), Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF, or start a live chat or call helpline on 0303 123 1113.

Privacy notice for Children

When you visit our dental practice, we need to collect some information about you.

What type of information do we record?

- Personal details such as your address, date of birth, phone number and email address
 - This is for the provision of dental health care, providing treatment plans and recalls
- Personal details of family members or emergency contact details
- Medical history including your GP's name and address
- Information about the treatment we have proposed and provided
- Notes of conversations or incidents that might occur for which a record needs to be kept
- Correspondence to other healthcare professions such as referrals.

Why do we need to keep this information?

We need to keep records of personal information regarding our patients in order to provide safe and appropriate dental care and treatment. It is also used to maintain accurate treatment records.

We also need to process personal data about you if we are providing care under NHS arrangements and to ensure the proper management and administration of the NHS.

What do we do with your Information?

We will keep your information safe. Only the people involved in your care will be able to see your information. We will not share your information with anyone else unless we are required to by law or where it's really important for your health such as if we need to refer you to another dentist or orthodontist.

Your Rights

Where a child is not considered competent to make their own decisions, consent will be obtained from a person with parental responsibility. Where a child is deemed competent (Gillick competent), they may make decisions about their own data.

Retention periods

For children – we will retain your dental records for 11 years or until you reach the age of 25 (or 26th birthday is young person finished treatment at 17 years old) (whichever is longer).

For details of your rights under data protection laws, including the right to receive a copy of the personal data we hold about you and the right to make a complaint at any time to the Information Commissioner's Office, the UK regulator for data protection issues (www.ico.org.uk), please contact our Data Protection Officer via email at hello@highburydental.co.uk

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