

Privacy Policy

Why we have this policy

We are committed to protecting and respecting patients' privacy. We aim to be clear when we collect their data and act responsibly in regard of all patients' personal details.

This Policy explains when and why we collect personal information, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

Who we are:

We are a team of dental professionals who are passionate about providing the highest possible standards of care.

To ensure we can provide care safely and effectively, we need to be certain that we have correctly addressed patients' needs and wishes, answered their questions and have taken account of their medical history. and any treatment that you are undergoing as this may affect how we can provide care for you safely.

Care may involve several members of our team, and we give assurance that all members of our team will respect the confidential nature of the information provided and protect it from being used by others in any unauthorised way.

Should patients wish to change the way in which we contact them they can contact us by the means listed below

By email info@expertdentalcare.co.uk

By telephone: 01903 629033

By writing to: Sabrina Ahmed (Practice Manager)

Ways in which information can be collected DIRECTLY:

- By attendance at our practice as a patient
- On completion of documentation such as a Medical History form
- By agreeing to or request referral to other professionals
- Through our support system - contacting us by telephone, text or email
- Through taking part in one of our surveys
- Attending one of our events
- Making payments to us using a card, credit agency or payment plan
- Use of our website

Information collected INDIRECTLY

Information about patients from a referring practice

- Permission given for other organisations to give us information such as if applying for a loan in connection with treatment

What type of information:

The type and quantity of information we collect and how we use it depends on why it is being requested and provided

Typically, the basic personal information we collect might include:

- Name
- Contact details - address, email address, telephone number
- GP name and practice address
- Next of kin or carer contact details

- Contact details for those with Power of Attorney
- Family members names and contact details

Through use of our website, we collect

IP address, and information regarding what pages are accessed and when.

How do we use your information?

- We process and use your information to provide safe dental care.

How do we keep this information safe?

- When we receive personal information, we take steps to ensure that there are appropriate technical measures in place to protect it. For example, access is restricted only to those who are entitled to see the data, our online templates and audits are always encrypted, and our network is password protected and routinely monitored. **Passwords are changed 3 monthly**

Who has access to this information?

Patient Rights:

- Patients have a right to ask us to stop processing their personal data and, if it is no longer necessary for the purpose it was intended (e.g., to provide services, products or information, processing payments etc) we will delete it (notwithstanding the requirements of maintaining clinical records)
- Patients have a right to ask for a copy of their information held by the practice. This can be requested by mail or email
- They have a right to have any incorrect information to be corrected. If there are any discrepancies in the information we provide, they can let us know and we will correct it.
- Patients have a right to choose whether they wish to receive information from us.

How can patients access their information?

- By mail or email
- A form may be required to be completed to help us locate the information requested

The request format

The request must be made in writing and describe the type of information required with dates, if possible, and include sufficient information to ensure correct identification (name, address, date of birth, for example). You must check that the person asking for information has the right to do so and, if necessary, ask for proof of identity.

The practice should provide the requested information as quickly as is reasonably possible and at least within one month of receiving the request

Marketing preferences:

If updating their preferences, name and address will be requested to make sure we update the right information.

We aim to:

- Communicate with patients in a courteous, friendly and professional manner.
- To treat everyone with respect and listen to any concerns.
- To treat patients to best of our ability.
- Ensure that patients receive full information concerning their dental care [and its cost](#).

- Ensure that our team keeps up to date with current skills and knowledge through investment in continual training and personal development.
- Provide our patients with the high standard of care we would expect to receive ourselves.