



Sandes Avenue Dental Practice

Privacy Notice

Who are we?

Sandes Avenue Dental Practice is a stand-alone dental practice providing treatment, some surgical procedures, screening and diagnosing. The Principal Dentist, Dr Arfan Iqbal, is the “Controller”. Our data protection officer, Kerry Healey, ensures 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 dentists and other dental professionals involved with your care and treatment, and the reception staff responsible for the management and administration of the practice.

What is a privacy notice?

This Privacy Notice is a statement by the “Controller” to patients, service users, visitors, carers, the public and staff that describes how we collect, use, retain and disclose personal information which we hold. It is sometimes also referred to as a Privacy Statement, Fair Processing Statement or Privacy Policy. This privacy notice is part of our commitment to ensure that we process your personal information/data fairly and lawfully.

Why issue a privacy notice?

Sandes Avenue Dental Practice recognises the importance of protecting personal and confidential information in all that we do and takes care to meet its legal and regulatory duties. This notice is one of the ways in which we can demonstrate our commitment to our values and being transparent and open, and commitment to our values of Respecting Diversity, Acting with Integrity, Demonstrating Compassion, Striving for Excellence and Listening and Supporting Others.

This notice also explains what rights you have to control how we use your information.

What are we governed by?

The key pieces of legislation/guidance we are governed by are:

Data Protection Act 1998
Human Rights Act 1998 (Article 8)
Access to Health Records Act 1990
Freedom of Information Act 2000
Health and Social Care Act 2012, 2015



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Public Records Act 1958
Copyright Design and Patents Act 1988
The Re-Use of Public Sector Information Regulations 2015
The Environmental Information Regulations 2004
Computer Misuse Act 1990
The Common Law Duty of Confidentiality
The Care Record Guarantee for England
The Social Care Record Guarantee for England
International Organisation for Standardisation (ISO)
Information Security Management Standards (ISMS)
Information Security Management – NHS Code of Practice
Records Management – Code of Practice for Health and Social Care 2016
Accessible Information Standards (AIS)
General Data Protection Regulations (GDPR) – post 25th May 2018

Who are we governed by?

Department of Health:

<https://www.gov.uk/government/organisations/department-ofhealth>

Information Commissioner's Office:

<https://ico.org.uk/>

Care Quality Commission:

<http://www.cqc.org.uk/>

NHS England:

<https://www.england.nhs.uk/>

General Dental Council:

<https://www.gdc-uk.org>

Why and how we collect information

We may ask for or hold personal confidential information about you which will be used to support delivery of appropriate care and treatment. This is to support the provision of high quality care.

These records may include:

- Basic details, such as name, address, date of birth, next of kin.
- Contact we have had, such as appointment reminders, letters, e-mails appointments.
- Details and records of treatment and care, including notes and reports about your health
- Results of x-rays, blood tests, etc.
- Information from people who care for you and know you well, such as health professionals and relatives.



It may also include personal sensitive information such as race, your religion or beliefs, and whether you have a disability, allergies or health conditions. It is important for us to have a complete picture, as this information assists staff involved in your care to deliver and provide improved care, deliver appropriate treatment and care plans, to meet your needs. Information is collected in a number of ways: via your healthcare professional, referral details from your GP/Dentist or directly given by you.

How we use information

- To help inform decisions that we make about your care.
- To ensure that your treatment is safe and effective.
- To work effectively with other organisations who may be involved in your care.
- To ensure our services can meet future needs.
- To review care provided to ensure it is of the highest standard possible.
- To train healthcare professionals (trainee and apprentice dental nurses).
- For research and audit.
- We use your information to contact you with offers, changes and news

The information can be used to help:

- Improve individual care.
- Understand more about disease risks and causes.
- Improve diagnosis.
- Develop new treatments and prevent disease.
- Plan services.
- Improve patient safety.

It helps you because;

- Accurate and up-to-date information assists us in providing you with the best possible care.
- If you see another healthcare professional, specialist or another part of the NHS, they can readily access the information they need to provide you with the best possible care.
- Where possible, when using information to inform future services and provision, non-identifiable information will be used.

How information is retained and kept safe?

Information is retained in secure electronic and paper records and access is restricted to only those who need to know. It is important that information is kept safe and secure, to protect your confidentiality. There are a number of ways in which your privacy is shielded; by adhering to strict contractual conditions and ensuring strict sharing or processing agreements are in place.



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The Data Protection Act 1998 regulates the processing of personal information. Strict principles govern our use of information and our duty to ensure it is kept safe and secure. We are registered with the Information Commissioners Office (ICO). Details of our registration can be found on <https://ico.org.uk/esdwebpages/search> our registration number Z9608185.

Technology allows us to protect information in a number of ways, in the main by restricting access. Our guiding principle is that we are holding your information in strict confidence.

How do we keep information confidential?

Everyone working for Sandes Avenue Dental Practice is subject to Confidentiality and the Data Protection Act 1998 and have signed to attest to their agreement to abide by the parameters set out. Information provided in confidence will only be used for the purposes to which you consent to, unless there are other circumstances covered by the law.

Under our Data Protection and Confidentiality Policy's, all staff are required to protect information, inform you of how your information will be used and allow you to decide if and how your information can be shared. This will be noted in your records. All staff are required to undertake annual training in data protection, confidentiality and information security.

Who will the information be shared with?

To provide best care possible, sometimes we will need to share information about you with others. We may share your information with a range of Health and Social Care organisations and regulatory bodies. You may be contacted by any one of these organisations for a specific reason; they will have a duty to tell you why they have contacted you. Information sharing is governed by specific rules and law. In the cases of sharing your information with other organisations, such as NHS and non-NHS dental practices, we will have set up a Data Processing agreement

Sharing with non-NHS organisations

For your benefit, we may also need to share information from your records with non-NHS organisations, from whom you are also receiving care, such as social services or private healthcare organisations. However, we will not disclose any health information to third parties without your explicit consent, unless there are exceptional circumstances, such as when the health or safety of others is at risk or where the law requires the disclosure of information.



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We may also be asked to share basic information about you, such as your name and parts of your address, which does not include sensitive information from your health records. Generally, we would only do this to assist them to carry out their statutory duties (such as usages of healthcare services, public health or national audits).

In these circumstances, where it is not practical to obtain your explicit consent, we are informing you through this notice, which is referred to as a Privacy Notice, under the Data Protection Act.

Where patient information is shared with other non-NHS organisations, an information sharing agreement is drawn up to ensure information is shared in a way that complies with relevant legislation.

Non-NHS organisations may include, but are not restricted to: social services, education services, local authorities, the police, voluntary sector providers and private sector providers.

Your right to withdraw consent for us to share your personal information

You have the right to refuse/withdraw consent to information sharing at any time. We will fully explain the possible consequences to you, which could include delays in you receiving care.

Contacting us about your information

Each organisation has a senior person responsible for protecting the confidentiality of your information and enabling appropriate sharing. This person is known as the Caldicott Guardian.

If you have any questions or concerns regarding the information we hold on you, the use of your information or would like to discuss further, please contact the Data Protection Officer: Tracey Topping.

Can I access my information?

Under the Data Protection Act 1998 a person may request access to information (with some exemptions) that is held about them by an organisation. For more information

Contacting us if you have a complaint or concern

We try to meet the highest standards when collecting and using personal information. We encourage people to bring concerns to our attention and we take any complaints we receive very seriously. You can submit a complaint through the Sandes Avenue Dental Practices' Complaints Procedure, which is available on our web site or displayed in the practice.



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If you are not satisfied with the outcome of your complaint, you may wish to contact:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Their web site is at www.ico.gov.uk The Information Commissioner will not normally consider an appeal until you have exhausted your rights of redress and complaint to Sandes Avenue Dental Practice.

Review date: April 2019
Next Review: April 2020