

# **Welcome to the Orpington Dental Care Privacy Notice**

This information has been produced to help you understand everything you need to know about the way Orpington Dental Care collects, uses, and shares personal data, what your legal rights are and how to exercise them.

We hope you'll take some time to read this document; we've tried to keep it all as simple as possible and to avoid jargon, and we'll make our best efforts to keep you informed if there are any changes to the way we process your personal data in the future.

Orpington Dental Care takes its responsibility for protecting your data very seriously and we do advise you get to know our practices. If there's anything here you don't understand, or if you want to ask any questions, please feel free to contact us.

## **Who is the Data Controller?**

We are Orpington Dental Care.

Registered address: 342 High Street, Orpington, BR6 0NQ

Registration number: 05110530

In this document Orpington Dental Care may be referred to as "we", "us", or "our".

## **What kinds of Personal Data does Orpington Dental Care Process?**

Orpington Dental Care collects personal data for various purposes; with that in mind we have created a list of the types of personal data that we may collect, either directly from yourself or from other sources, in order to achieve those purposes.

The kinds of personal data we may collect include:

Patient / Subject	Name, address, telephone numbers, email address, patient type (e.g. private, NHS, dental plan membership) health information, NHS number,
Professional Contact	Name, address, telephone numbers, email address.
Supplier / Trader	Name, address, telephone numbers, email address.
Sub-Contractor	Name, address, telephone numbers, email address, bank details, tax information,
Subscriber	Name, telephone numbers, email address,
Job applicant	Name, address, telephone numbers, email address, work and education history, GDC number,
Temporary staff/Locum	Name, agency membership information,
Volunteer/Intern/Student	Name, address, DOB, telephone, email address, work experience, education history, national insurance number, passport details, driver's license information which may include details of driving offenses, bank details, health information, gender, pension ID, tax information, work visa documents, national identification documents, criminal background checks, next of kin details, GDC numbers, logon information.

## **What are the reasons Orpington Dental Care collects Personal Data?**

### **Legal Obligations**

Orpington Dental Care uses personal data firstly to fulfil any contractual obligations that exist between us and yourself. Where we request personal data be provided to enter into, or meet the terms of any such contract, you will be required to provide the relevant personal data or we will not be able to deliver the goods or services you want. In such cases the lawful basis of us processing the personal data is that it is necessary for the performance of a contract.

We are required by law to process personal data for purposes relating to our legal obligations, these include:

To provide for our financial commitments, or to relevant financial authorities.

To comply with regulatory requirements and any self-regulatory schemes.

To carry out required business operations and due diligence.

To cooperate with relevant authorities for reporting criminal activity, or to detect and prevent fraud.

To investigate any insurance claims, claims of any kind of harassment or of discrimination, or any other claim whereby the organisation may have to defend itself.

## **Consent**

Orpington Dental Care may process Personal Data for the following purposes where it has received consent to do so:

You may withdraw your consent for us to process your personal data for these purposes at any time; after a withdrawal of consent request is received, we may have to contact you to verify the request.

Withdrawing your consent for us to process your personal data will not affect the lawfulness of the processing beforehand.

If you are under the age of 13, you must have permission from your parents or guardians to use our online services. This is called 'parental consent'.

If we find out that any person under the age of 13 is using our services without the proper parental consent, we may have to stop that service; this might include deleting your accounts and any data that you have added to them.

## **Legitimate Interests**

Orpington Dental Care may process Personal Data for any of the following purposes, which are considered to be within our legitimate business interests:

To provide goods and services where it has been requested,

To inform people of goods and services we provide or offers that may interest them,

To send notification on subjects to individuals who have asked to be kept informed,

To improve the quality of the services we offer, and to better understand customers' needs by requesting feedback, or reviews of the services provided, or sending survey forms,

To send notifications of any changes to the goods and/or services provided that may affect people,

To understand the scale of the customer base; for statistical analysis and market research,

To recognise when people re-engage with our organisation,

To allow the organisation to support and maintain our products in active service,

To provide reference information to third party organisations when necessary,

To improve the organisations website so content is delivered more efficiently,

To enhance the security measures in place that protect data we are responsible for,

To protect the organisations assets

## **Vital or Public Interests**

Orpington Dental Care may intend to process Personal Data for the following reasons where it is done so either in your Vital Interests, or where it would be considered within the Public Interest:

Vital interests: in the event of a medical emergency.

Public interests: the provision of NHS dental care.

## **Special Category Personal Data**

Orpington Dental Care may intend to process the following kinds of Special Categories of Personal Data:

Racial or ethnic origin, Data concerning health information,

Where Special Categories of Personal Data are processed, one or more of the following lawful basis shall apply:

Orpington Dental Care has received explicit consent.

It is necessary for preventive or occupational medicine, for the assessment of the working capacity of an employee, medical diagnosis, the provision of health or social care or treatment or the management of health or social care systems or pursuant to contract with a health professional.

## **Where does Orpington Dental Care obtain Personal Data from?**

We will collect personal data directly from you in various ways. This could include when you complete an online form, or if you provide the data directly to a representative of Orpington Dental Care.

We may also gather personal data by any of the following methods:

From technical functionality that gathers data automatically from computer equipment when people visit our online platforms.

From third-party organisations provided for a specific purpose.

From local or national authorities provided for specific purposes.

### **Who will Orpington Dental Care share your Personal Data with?**

To achieve the above stated purposes for which we process your personal data, we may have to share your personal data with certain third parties.

We shall make all reasonable efforts to ensure that any third-party we share your personal data with is also compliant with data protection law.

The kinds of third parties we may share your personal data with include:

Organisation where it is necessary to provide goods or services.

Organisations where it is necessary to setup various resources.

The specific types of third-party Orpington Dental Care may share your personal data with include:

Hospital	Further treatment.
----------	--------------------

### **Where will Orpington Dental Care store your Personal Data?**

Orpington Dental Care will not transfer your personal data to any country other than those that have been granted an adequacy decision under the General Data Protection Regulation.

We may however share your personal data with third-party organisations who then transfer the data. We shall take all reasonable measures to ensure those third parties are also compliant with data protection law.

### **How long will Orpington Dental Care keep your Personal Data?**

We will keep your personal data only for as long as required to achieve the purposes for which it was collected, in line with this privacy notice.

The following criteria are what determine the period for which we will keep your personal data:

Until we are no longer required to do so to comply with regulatory requirements or financial obligations.

Until we are no longer required to do so by any law we are subject to.

Until all purposes for which the data was originally gathered have become irrelevant or obsolete.

### **Your Rights, Our Responsibility**

There are several rights granted to you immediately upon providing us with your personal information; some of these are mentioned above. We'd like you to know that at Orpington Dental Care we take your rights seriously and will always conduct ourselves in a way that is considerate of our responsibility to serve your legal rights.

#### **The Right of Access**

This grants you the right to confirm whether or not your personal data is being processed, and to be provided with relevant details of what those processing operations are and what personal data of yours is being processed.

If you would like access to the personal data we have about you, we ask that you contact us using the details below.

#### **The Right to Rectification**

This one is fairly straight forward; if you notice that the data we have about you is inaccurate or incomplete, you may request we rectify the mistake. We will make every effort to respond to requests of this type immediately.

#### **The Right to Erasure**

Otherwise known as the 'right to be forgotten', this given you the right to request your personal data be deleted.

This is not an absolute right; if you were to request that we erase your personal data, we would erase as much of that data as we could but may have to retain some information if it is necessary.

Were we have received a request for personal data to be erased, if it is necessary for us to retain some of that information we shall ensure that the remaining data is used only when and where it is absolutely necessary.

### **The Right to Objection**

The right to object is a basic freedom all democracies enjoy. If you wish to object to the way we use, or have used, your personal data you may do so freely.

### **The Right to Portability**

This is a legal right afforded to you that states we must pass on all of the details you have provided to us in a machine-readable format, either to your or to another provider of your choosing.

### **The Right to Complain**

We will always try to maintain the highest standards and encourage the confidence our customers have in us as an organisation. To achieve this, we request that any complaints be first brought to our attention so we can properly investigate matters. If you would like to complain about Orpington Dental Care to a regulatory body, you may do so by contacting your local data protection supervisory authority.

### **NHS National Data Opt-Out**

Information about your health and care helps the NHS to improve your individual care, speed up diagnosis, plan your local services and research new treatments.

In May 2018, the strict rules about how this data can and cannot be used were strengthened. You can choose whether your confidential patient information is used for research and planning.

To find out more visit: <https://www.nhs.uk/your-nhs-data-matters/>

### **Orpington Dental Care Contact Details**

Orpington Dental Care  
342 High Street, Orpington, BR6 0NQ.  
01689 872 217  
Dentists@orpingtondentalcare.co.uk

### **Who is the Orpington Dental Care Data Protection Officer?**

Ametros Group Ltd  
Lakeside Offices, Thorn Business Park  
Rotherwas Industrial Estate  
Hereford  
Herefordshire  
England  
HR2 6JT  
0330 223 2246  
dpo@ametrosgroup.com  
[www.ametrosgroup.com](http://www.ametrosgroup.com)