Privacy Notice for Patients

1. **Purpose**
   Vale View Dental Care aims to meet the requirements of the Data Protection Act 2018, the United Kingdom General Data Protection Regulation (UK GDPR), the guidelines on the Information Commissioner's (ICO) website, and our professional guidelines and requirements.

   This privacy notice describes the type of personal information we hold, why we keep it, and what we do with it.

2. **Registered name**
   The data controller is Christian Hoes.

3. **Contact details**
   If you have an enquiry or request, please contact Mariah Cassam:

   Vale View Dental Care
   Vale View House, Canola, Sarn, Bridgend, CF32 9TY
   Email: reception@valeviewdentalcare.co.uk
   Phone: 01656 721145

   Our Data Protection Officer (DPO) can be contacted using the details above.

   This privacy notice is also available on the practice website at:
   https://www.valeviewdentalcare.com/ or a hard copy can be requested from the Practice by emailing or calling directly.

4. **What information we collect, use, and why**
   The personal data we process includes:

   Name, address, contact details, gender, pronoun preferences, date of birth, nationality, NHS number, medical history, dental history, family medical history, family contact details, emergency contact details, marital status, information about care needs, financial details, doctor's details, treatment plans, consent, X-rays, clinical photographs, digital scans, study models, appointment dates, details of complaints and CCTV recordings.

   We may also process more sensitive special category data, including:

   Ethnicity, race, religion, health records, sex life information, or sexual orientation.

   The reasons we process the data include:

   a. To fulfil our contract with you
   b. To maintain a contemporaneous clinical record
   c. To discuss treatment options
   d. To provide dental prevention and oral health advice
   e. To ensure any medication we prescribe is suitable
   f. To modify treatments based on individual needs
   g. To meet our obligations under the Equality Act 2010
   h. To carry out financial transactions
   i. To manage appointments, recall arrangements and send reminders
   j. To communicate with your next of kin in an emergency
   k. To communicate with parents or carers about the person being cared for
   l. To refer to other dentists, doctors and health professionals as required
   m. For debt recovery
   n. To continually improve the care and service you receive from us

19. To assist with safeguarding or public protection concerns
20. To assist with dealing with queries, complaints or claims

21. **Lawful basis (Personal data)**
Our lawful bases for processing personal data:

22. A legitimate interest to provide evidence-based dental care to patients safely and effectively
23. Consent of the data subject
24. To comply with our legal obligations

25. **Lawful basis (Special category data)**
Our Article 9 conditions for processing special category data:

26. Processing is necessary for ethical and professional health care purposes
27. Processing is necessary to monitor and assess the quality of opportunity or treatment between different groups
28. Consent of the data subject

29. **Data protection rights**
You have the following personal data rights:

30. The right of access - you can ask for a copy of the data we hold about you. We do not usually charge you for copies of your information; if we charge you, we will explain why
31. The right to rectification - you can ask us to correct or delete information if it is inaccurate or incomplete. If we have disclosed that information to a third party, we will let them know about the change
32. The right to erasure - you can ask us to delete your personal data. For legal reasons, we may be unable to erase certain information (for example, information about your dental treatment). However, we can, if you ask us to, delete some contact details and other non-clinical information
33. The right to restrict processing - you can ask us to limit how we use your personal data. For example, stop sending you appointment reminders or information about our service
34. The right to data portability - you can ask us to transfer your personal data to someone else. For example, supplying your information electronically to another dentist
35. The right to withdraw consent - you can withdraw your consent to the processing of your personal data at any time. For example, even if you have given us consent to send you marketing information, you may withdraw that consent

36. **Where we get personal information from**
We obtain your details when you enquire about our care and service, when you join the practice, when you subscribe to our newsletter or register online, when you complete a registration or medical history form, from family members or carers, and when another healthcare provider refers you for treatment at our practice.

We also use CCTV to:

37. Protect the practice premises and property
38. Increase the safety of patients, staff and visitors
39. Deter criminal activity and anti-social behaviour
40. Assist in the apprehension, identification and prosecution of offenders (if required)
41. Provide evidence to a court or tribunal (if required)

42. **How long we keep information**
We minimise the data that we keep, and do not keep it for longer than necessary.

We keep your records for 15 years after the date of your last visit to the Practice or until you reach the age of 25, whichever is longer. At your request, we will delete non-essential information (for example, some contact details) before the end of this period.

Images captured with CCTV will be kept and destroyed securely after 6 months unless they are needed for longer due to ongoing investigation, legal proceedings, or regulatory compliance.

43. **How we store information**
We store your personal information securely on our practice computer system and in a manual filing system. 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 this.

We take precautions to ensure the security of the practice premises, the practice filing systems and computers.

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.

44. **Sharing information**
To provide you with appropriate care, we might need to share personal data with the following; however, only the minimum information required will be shared:

45. Another dentist or another health professional who is caring for you
46. Your GP, consultant, or Occupational Health Professional
47. A laboratory
48. NHS payment authorities
49. The Inland Revenue
50. The Benefits Agency, if you are claiming exemption or remission from NHS charges
51. A private dental scheme, if you are a member
52. Safeguarding organisations

53. **Sharing CCTV recordings**
When using or processing CCTV recordings, we will respect the legal rights of the individuals shown in them. We will not share images or recordings except in the following circumstances:

54. If requested by the local authority, police or courts for the investigation, prevention or prosecution of anti-social behaviour or criminal activity
55. For bringing or defending a legal claim
56. To comply with a police warrant or an order given by a court or tribunal

57. **Duty of confidentiality**
Exceptional circumstances might override the duty to maintain confidentiality. We will inform you of requests to share personal information where possible. The decision to disclose information will only be taken by senior staff. Examples include:

58. Situations where there is a serious public health risk or risk of harm to other individuals
59. When information is required by the police to prevent or detect crime or to apprehend or prosecute offenders (if not providing the information would prejudice these purposes)
60. In response to a court order
61. To enable a dentist to pursue a legal claim against a patient

62. **How to complain**
If you have any comments, suggestions, or complaints about how we use your data, you can contact us using the contact details at the top of this privacy notice.

If you remain unhappy with our response or feel unable to discuss it with the Practice, you can contact the Information Commissioner's Office (ICO) on 0303 123 1113 or by visiting https://www.ico.org.uk/make-a-complaint.

63. **Review and Revision**
    This privacy notice is reviewed annually and updated to ensure its effectiveness and compliance with current regulations, guidance, and standards.