

At Southend Orthodontics, we are committed to protecting the privacy and security of the personal information we hold about our patients.

In providing your orthodontic care and treatment, we will ask you for information about you, and your health. We collect and use this information to allow us to fulfil our contract with you to discuss your treatment options and provide dental care that meets your needs occasionally; we may receive information from other providers who are involved in providing your care.

### **Information that we hold**

We can only keep and use information for specific reasons set out in the law. If we want to keep and use information about your health, we can only do so in particular circumstances.

Dental records we hold information about your dental health, including:

- Clinical records made by dentists and other dental professionals involved in your care and treatment.
- X-rays, clinical photographs, digital scans of your mouth and teeth, and study models, medical and dental histories.
- Treatment plans and consent
- Notes and conversations about your care
- Dates of your appointments
- Details of any complaints you have made and how these complaints were dealt with
- Correspondence with you and other health professionals or intuitions.
- Financial Information: we hold information about the fee we have charged, the amounts you have paid and some payment details.
- NHS care: Where your orthodontic care is provided under the terms of the NHS, we are required to complete stator forms about the patient to allow payments to be processed. This is an NHS requirement.

### **How we use your information**

We will seek your preference for how we contact you about your orthodontic care. Our usual methods are telephone, email and letter.

Information for research or educational purposes, we will always seek consent from you.

### **Sharing information**

Your information is normally used by those working at the practice but there may be instances we need to share it on a need to know basis and we will limit any information that we share to the minimum necessary, for example, with:

- Your doctor
- We may refer you to specialist dental services at the hospital, community dental services or other health professionals caring for you. We will let you know in advance if we send your medical information and we will give you the details.
- NHS payment authorities

- The department of work and pensions and its agencies, where you are claiming exemption or remission of NHS charges.
- Dental laboratories
- Debt collection agencies if you do not pay for your private treatment.
- Private dental schemes of which you are a member.

In certain circumstances or if required by the law, we may need to disclose information to a third party not connected with your health care, including HMRC or any other law enforcement or government agencies.

### **Keeping your information safe**

We store information securely on our computer system using specialist software at our premises. We take industry standard precautions to ensure security of the information we hold. Your information cannot be accessed by those who do not work at the practice. Our practice principal's Dr Byles & Dr Sebastian ensure all information is kept safe including administration and management of the practice.

Our computer system has a secure audit trail and we regularly backup data to a secure location using encryption both in transit and at rest.

### **Keeping your records**

We keep your records for 10 years after the date of the last visit to the practice or until you reach 25 years, whichever is longer. At your request we will delete non-essential information (as example some contact details) before the end of this period.

### **Access to your information and other rights**

You have the right to access the information that we hold about you and to receive a copy. We do not usually charge you for the copies of your information; if we pass on a charge we will explain the reasons.

To request your information will need to write to us, please allow a minimum of 20 days to process your request.

You can also request us to:

- Correct any inaccurate information or incomplete information. If we have disclosed that information to a third party, we will let them know about the change and see if it is possible to amend.
- If you wish to delete non-essential information for example some contact details.
- If you wish to opt out of any appointment reminder services we may have or marketing information.
- Supply information electronically to another dentist.

We rely on your consent to use your personal information for a particular purpose; you may withdraw your consent at any time. We will stop using your information for that purpose.

All requests should be made to our practice manager/data protection officer Samantha Beard at [info@southend-orthodontics.uk](mailto:info@southend-orthodontics.uk). (Our data protection officer complies with data protection requirements to ensure that we collect, use, store and dispose of your information responsibly).

**If you do not agree**, if you do not wish us to use your personal information as described, you should discuss the matter with your orthodontist. If you object to the way we collect and use your information we may not be able to continue your orthodontic care.

If you have concerns about how we use your information and you do not feel able to discuss with the orthodontist or anybody at the practice, you should contact the Information Commissioner's Office (ICO), Wycliffe house, Water Lane, Wilmslow, Cheshire SK9 5AF (0303 123 1113 or 01625 545745)