

Brighton White Dental Studio's Privacy Policy

Our Contact Details:

Address: 2 Hampton Place, Brighton. BN1 3DD

Email: info@brightonwhite.net

Tel: 01273 779377

Website: www.brightonwhite.co.uk

Main Point of Contact: Dr Arash Jafari or Michelle Lynch

What Type of Information we hold?

We hold patient personal contact information and their clinical records.

How we get the information and why do we have it?

We collect information from our patients asking them to initially complete a Medical history form. This form asks for personal contact information, the dental payment or exemption status, General practitioners (GP) surgery information, medical and medication history information. We also ask for permission to use the email and/or mobile for sending out our practice courtesy correspondence; such as patient appointment reminders or occasional practice information updates.

We will hold this information for a minimum of 11 years. There is no maximum amount of time we will hold a current patients information. We hold this information so we have access to their dental history and can provide the best dental service possible. When the patient joins the practice they enter into a contract with the practice for dental services.

We do regular data protection impact assessments to protect patient data.

We collect patient information due to a contractual and legitimate obligations.

Patients may withdraw their consent to receive dental practice communications at any time. However, the patients dental clinical record remains at the practice for a minimum of 11 years even if the patients should leave the practice.

What we do with the information?

We use patient information to provide a dental service, appointment reminders and occasional practice information updates.

We share information with the National Health Service (NHS) if a patient is seen as an NHS dental patient. The information shared includes personal contact information, dental information and the patients payment status including their payment exemption, if relevant.

How we store your information?

We store patient information on a secure encrypted program which is backed up to an encrypted hard drive regularly. We keep patient information for a minimum of 11 years. We dispose of patient paper records, that are not essential to hold for 11 years, by shredding them. Patient paper clinical records are destroyed after 11 years, when necessary, using a professional waste disposal company who incinerate those records.

Electronic clinical patient records are deleted securely from the hard drive they are stored on after a minimum of 11 years.

Your Data Protection Rights:

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal data in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

How to Complain:

FAO: Michelle Lynch

Brighton White Dental Studio

2 Hampton Place,

Brighton. BN1 3DD.

Tel: 01273 779377

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House, Water Lane

Wilmslow, Cheshire. SK9 5AF

Helpline number: 0303 123 1113

Reviewed: 1/8/2020 by M Lynch