

Privacy Notice

The practice aims to meet the requirements of the Data Protection Act 2018, the General Data Protection Regulation (GDPR), the guidelines on the Information Commissioner's website as well as our professional guidelines and requirements.

The data controllers are Luisa Dalla Riva and Andrew Berwick. Luisa Dalla Riva is also the information Governance Lead for the NHS contractual section of the practice. Thomas Calvert is the Data Protection Officer.

This Privacy Notice is available on the practice website at www.marketplacedentistry.co.uk/privacy; at reception, and by email if you contact info@marketplacedentistry.co.uk by calling 01845523620.

We obtain your personal details when you enquire about our care and service, and when you join the practice, when you subscribe to our newsletter or register online. You will be asked to provide personal and sensitive information when joining the practice which will include your: full name, date of birth, contact address and phone number, email address, your GP practice; and a full medical history (Health Questionnaire); and when another practitioner refers you for treatment at our practice. Occasionally patients are referred to us from other official sources such as NHS clinics or hospitals. The purpose of us processing this data is to provide safe and effective dental health care and prevention to you.

Accuracy of data

Patients are asked to check their personal and sensitive data at least once annually in hard-copy format and they are asked verbally to ensure we have their latest medical history details at every clinical appointment.

Patients are reminded through email and postal reminders to notify the practice if their personal or medical details have changed.

Prior to out-going referrals, patients are asked to confirm their most up-to-date personal and sensitive data to ensure its accuracy.

The categories and examples of data we process are:

For patients:

- Personal data for the provision of dental health care
- Personal data for the purposes of providing treatment plans, recall appointments, reminders (via text/email/postal/telephone appointment-reminder service and dental/hygiene recall-service for all existing, regular-attending patients) or estimates,
- Personal data such as details of family members for the provision of health care to children or for emergency contact details
- Personal data for the purposes of informing you of important announcements or about new treatments or services via direct mail/email/text/telephone call.
- Special category data to meet the requirements of the Equality Act 2010
- Special category data including medical histories (Health Questionnaires), dental radiographs, photographs, clinical notes, treatment plans and consent forms, NHS PR forms, written consent for clinical photographs, complaints and comments, correspondence regarding appointment reminders/recalls/attendance. These are

processed for the purposes of the delivery of health care and meeting our legal obligations

If we intend to refer a patient to another practitioner or to secondary care such as a hospital we will gain the individual's permission **before** the referral is made and the personal data are shared. When a referral is made only necessary data are sent, this will usually include your medical history form answers.

For staff:

- Personal data for the purposes of employed and self-employed team members employment and engagement respectively
- Special category data including health records, payroll and details of criminal record checks for managing contracted team members
- Special category data to meet the requirements of the Equality Act 2010

We minimise the data that we keep, and do not keep it for longer than necessary.

We never pass your personal details to a third party unless: we have a contract for them to process data on our behalf or it is for legal reasons, and will otherwise keep it confidential. The practice has a contract with the following third parties where only necessary data will be shared if the patient is seen under such scheme: NHS England - NHS BSA, Practice Plan. Occasionally, personal and sensitive patient data may be processed by indemnity or insurance organisations for medico-legal reasons. Again, where this is necessary the practice or specific clinician will ensure data is fully protected and remains secure.

Where we store your data

- Personal data are stored in the EU in digital format. For those patients who joined the practice before 14th February 2014 this will also be stored securely in hard copy format.
- Personal data are stored in the US in digital format when the data storage company is certified with the EU-US Privacy Shield
- Personal data are obtained when a patient joins the practice; when a patient is referred to the practice and when a patient subscribes to an email list.
- Personal data are obtained when an individual inputs their data into the practice's website contact form.
- Sensitive data are stored in the EU in digital format. For those patients who joined the practice before 14th February 2014 this will also be stored securely in hard copy format. Sensitive data are obtained when a patient completed and/ or updates a medical history (Health Questionnaire); attends a clinical appointment.

For full details or where your data is stored, please ask to see Information Governance Procedures (M 217C).

Security of data

Only authorised practice team members have access to personal and sensitive data. Electronic forms of such data are password protected and each team member holds their own username and password within our Patient Records Management Software to ensure there are robust audit trails. All PCs are password protected. Data in hard format is stored within locked filing cabinets which themselves are stored behind a locked door.

Authorised staff complete information governance training at least annually.

Electronic data from our Patient Records Management Software is backed-up daily on an encrypted drive and stored off the premises with one of the clinicians.

Lawful basis for processing

We have established the following lawful bases for processing sensitive, special category data such as patients' and employees' health data is:

- *Processing is necessary for the purposes of preventative or occupational medicine, for assessing the working capacity of the employee, medical diagnosis, the provision of health or social care or treatment or management of health or social care systems and services on the basis of Union or Member State law or a contract with a health professional*
- *Processing necessary for identifying or keeping under review the existence or absence of equality of opportunity or treatment between groups of people with the view to enabling such equality to be promoted or maintained.*
- *We obtain consent of the data subject to process criminal record checks.*

The reasons we process the data include:

- To maintain your contemporaneous clinical records
- To provide you with dental treatment, prevention and oral health advice
- To carry out financial transactions with you
- To manage your NHS dental care treatment
- To send your personal data to the General Dental Council or other authority as required by law
- To communicate with you as and when required including appointment reminders, treatment plans, estimates and other communications about your treatment or the practice
- To communicate with your next of kin in an emergency
- If a parent or carer to communicate with you about the person you parent or care for
- To refer you to other dentists or doctors and health professionals as required
- To obtain criminal record disclosures for team members
- For debt recovery
- To continually improve the care and service you receive from us

The data we process includes:

Your name, address, gender, date of birth, NHS number, medical history, dental history, family medical history, family contact details, marital status, financial details for processing payment, your doctor's details and details of treatment at the practice. We may process more sensitive special category data including ethnicity, race, religion, or sexual orientation so that we can



meet our obligations under the Equality Act 2010, or for example to modify treatment to suit your religion and to meet NHS or HSC obligations.

The lawful basis of processing personal data such as name, address, email or phone number is:

- Legitimate interest (for the purpose of sending appointment reminders and recalls by post, email, text and telephone call)
- Consent (for the purpose of clinical photographs)
- Contract: processing is necessary for the performance of a contract with the data subject or to take steps to enter into a contract (for those seen on the NHS; for those registered with Practice Plan)
- Legal (to disclose team members salary details to HMRC)

The retention period for special data in patient records is a minimum of 10 years and may be longer for complex records to meet our legal requirements. The retention period for staff records is 6 years. The retention periods for other personal data is 2 years after it was last processed. Details of retention periods are available in the Record Retention (M 215) procedure available from the practice.

You have the following personal data rights:

- The right to be informed about the collection and use of your personal data
- The right of access – to have a free copy of your data that we have
- The right to rectification - to correct the data we have if it is inaccurate or incomplete
- The right to deletion of your personal data (clinical records must be retained for a certain time period)
- The right to restrict processing of your personal data
- The right to data portability – to have your data transferred to someone else
- The right to object to the processing of your personal data.
- Rights in relation to automated decision making and profiling

Further details of these rights can be seen in our Information Governance Procedures (M 217C) or at the [Information Commissioner's website](#). Here are some practical examples of your rights:

- If you **are** a patient of the practice you have the right to withdraw consent for important notifications, newsletters, surveys or marketing. You can inform us to correct errors in your personal details or withdraw consent from communication methods such as telephone, email or text. To do so please contact Luisa Dalla Riva on 01845523620, via email: info@marketplacedentistry.co.uk or in writing to Market Place Dentistry, 37 Market Place, Thirsk, North Yorkshire, YO7 1HA. You have the right to obtain a free copy of your patient records within one month.
- If you are **not** a patient of the practice you have the right to withdraw consent for processing personal data, to have a free copy of it within one month, to correct errors in it or to ask us to delete it. You can also withdraw consent from communication methods such as telephone, email or text.



Market Place Dentistry

We have carried out a Privacy Impact Assessment (M 217Q) and you can request a copy from the details below. The details of how we ensure security of personal data is in our Security Risk Assessment (M 217M) and Information Governance Procedures (M 217C).

Comments, suggestions and complaints

Please contact the IG Lead Luisa Dalla Riva on 01845523620, via email: info@marketplacedentistry.co.uk or in writing to Market Place Dentistry, 37 Market Place, Thirsk, North Yorkshire, YO7 1HA. We take complaints very seriously.

If you are unhappy with our response or if you need any advice you should contact the Information Commissioner's Office (ICO). Their telephone number is 0303 123 1113, you can also [chat online with an advisor](#). The ICO can investigate your claim and take action against anyone who's misused personal data. You can also visit their website for information on [how to make a data protection complaint](#).

Related practice procedures

You can also use these contact details to request copies of the following practice policies or procedures:

- Data Protection and Information Security Policy (M 233-DPT), Consent Policy (M 233-CNS)
- Privacy Impact Assessment (M 217S), Information Governance Procedures (M 217C), Record Retention (M 215)

If you have an enquiry or a request please contact the Information Governance Lead

Luisa Dalla Riva
Market Place Dentistry
37 Market Place
Thirsk
North Yorkshire
YO7 1HA
luisa@marketplacedentistry.co.uk
01845523620
Thank you.

Market Place
Dentistry

Data Opt-Out Policy (England)

How the NHS and care services use your information

Market Place Dentistry is one of many organisations working in the health and care system to improve care for patients and the public. Whenever you use a health or care service, such as attending Accident & Emergency or using Community Care services, important information about you is collected in a patient record for that service. Collecting this information helps to ensure you get the best possible care and treatment. The information collected about you when you use these services can also be used and provided to other organisations for purposes beyond your individual care, for instance to help with:

- Improving the quality and standards of care provided
- Research into the development of new treatments
- Preventing illness and diseases
- Monitoring safety



Market Place Dentistry

- Planning services

This may only take place when there is a clear legal basis to use this information. All these uses help to provide better health and care for you, your family and future generations. Confidential patient information about your health and care is only used like this where allowed by law.

Most of the time, anonymised data is used for research and planning so that you cannot be identified in which case your confidential patient information isn't needed.

You have a choice about whether you want your confidential patient information to be used in this way. If you are happy with this use of information you do not need to do anything. If you do choose to opt out your confidential patient information will still be used to support your individual care. To find out more or to register your choice to opt out, please visit www.nhs.uk/your-nhs-data-matters. On this web page you will:

- See what is meant by confidential patient information
- Find examples of when confidential patient information is used for individual care and examples of when it is used for purposes beyond individual care
- Find out more about the benefits of sharing data
- Understand more about who uses the data
- Find out how your data is protected
- Be able to access the system to view, set or change your opt-out setting
- Find the contact telephone number if you want to know any more or to set/change your opt-out by phone
- See the situations where the opt-out will not apply

You can also find out more about how patient information is used at:

<https://www.hra.nhs.uk/information-about-patients/> (which covers health and care research); and <https://understandingpatientdata.org.uk/what-you-need-know> (which covers how and why patient information is used, the safeguards and how decisions are made)

You can change your mind about your choice at any time.

Data being used or shared for purposes beyond individual care does not include your data being shared with insurance companies or used for marketing purposes and data would only be used in this way with your specific agreement.

Health and care organisations have until 2020 to put systems and processes in place so they can be compliant with the national data opt-out and apply your choice to any confidential patient information they use or share for purposes beyond your individual care.

Our practice only uses your personal health data to provide individualised care to you and does not disclose your data for any other purposes. The national data opt-out does not apply to our usage of your data and we are compliant with the policy.

Our practice does not take part in research projects where the opt-out could apply.