

Longton Dental Laboratory

Clinical Dental Technicians

PRIVACY NOTICE

Under the Data Protection Act 2018 and the General Data Protection Regulations we are required to provide you with information about the personal details we hold about you and how we use them.

- **Who is collecting the data?**

Longton Dental Laboratory – which currently comprises of Michael Dunn, Gary Hinton, Fraser Dunn and Andrew Dunn.

- **What data is being collected?**

All information included within your medical history form, to include:

- Your name and date of birth
- Your address and telephone number
- Your health conditions including your treatments and medications
- any other information that may be deemed necessary to obtain from you in order to assist you.

- **What is the legal basis for processing the data?**

When you attend for your first appointment, you will complete a questionnaire providing us with all the necessary information to enable us to assist you. You provide your consent to us storing this information by proceeding with using our services. If you do not consent, please notify us immediately. The information that we collect about you whether at the outset or during your treatment is essential for us to be able to carry out the services that you require from us effectively. Without collecting your personal data we would also be unable to fulfil our legal and regulatory obligations.

We agree to retain your personal information and protect the same from potential loss, misuse, unauthorised access and disclosure in accordance with our Data Protection Policy.

- **Will the data be shared with any third parties?**

We do not operate any marketing campaigns nor would we share your information with any marketing companies. Your data will not therefore be shared with any third parties.

If we do wish to share your data with a third party, such as a dentist or other medical professional who we recommend you seek advice from, we will obtain your authority before releasing your data to them.

If you wish us to share your information with someone who is attending your appointments with you, we will require your authority to enable us to discuss matters with them.

- **How will the information be used?**

Your data will be used as follows:-

- To provide you with the treatment you require and to assist in relation to your denture needs and requirements;
- To carry out any financial transactions with you in payment for services;
- To communicate with you as and when required in relation to appointment reminders, treatment information or any other necessary communications.

When any documents containing information about you are no longer needed in paper format, a scanned copy will be saved and the hard copy of the documents will be shredded in a safe and responsible manner.

- **How long will the data be stored for?**

We will usually retain your information for 10 years, but we reserve the right to retain data for longer than this if necessary.

You have the right to request deletion of your personal data. We'll comply with this request, subject to the restrictions of our regulatory obligations and legitimate interests as noted above.

- **What rights do you have?**

1. The right to be informed – you are being provided with a copy of this privacy notice to confirm the types of information we will hold, who it may be shared with, how we will use it and to inform you of your rights in relation to the information;
2. The right of access – you have the right to access and request confirmation of the data that we hold for you. You must make this request in writing and we will provide the requested information in writing free of charge within 30 days;
3. The right to rectification – you have the right to correct the data we hold for you if it is inaccurate or incomplete;
4. The right to erasure – you have the right to request that we erase the personal data that we hold for you. This must be in writing in either a letter signed by you or in an email. Upon receiving a written request from you, we will confirm receipt of your request to ensure that it has been sent by you and we will then consider your request. Your right to erasure is subject to our statutory, legal and regulatory compliance.

Requests for erasure can in some circumstances be refused for reasons such as compliance with a legal obligation such as our right or legal obligation to retain your data for a specified period;

5. The right to restrict the processing of your personal data;
6. The right to data portability – the right to have your data transferred to someone else;
7. The right to object - you may object to certain types of processing in certain circumstances;
8. The right not to be subject to automated decision-making including profiling.

- **If you are unhappy with how your personal data is processed?**

You have a right to lodge a complaint with the supervisory authority for data protection. In the UK this is:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
0303 123 1113 (local rate)

We will regularly review our privacy policy and we will ensure that any new versions are available on our website or upon request.

This privacy policy was last updated in February 2024.

How to contact us

Please contact us if you have any questions about our privacy policy or information we hold about you by email at contactus@myfalseteeth.co.uk

Or write to us at:

Longton Dental Laboratory
18 Rosslyn Road
Longton
ST3 4JD

Telephone: 01782 332187