

Privacy Policy

Your privacy is important to us.

It is Angel Dental Implant Centre policy to respect your privacy regarding any information we may collect while operating our website. Accordingly, we have developed this privacy policy in order for you to understand how we collect, use, communicate, disclose and otherwise make use of personal information.

We have outlined our privacy policy below.

What information do we collect?

We may collect the following kinds of information about you:

- Personal details such as your name, date of birth, gender, national insurance number, NHS number, address, telephone number, email address, occupation
- Information about your dental and general health, including clinical records made by dentists and other dental professionals involved with 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 of conversations with you about your care
- Correspondence from other health professionals or institutions involved in your care
- Details of the fees we have charged, payments exemptions (NHS), the amounts you have paid and some payment details
- Feedback and complaints
- CCTV images
- Online profile and social media information and activity, based on your interaction with us and
- Our websites, including for example Internet Protocol (IP) address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform; and

How we obtain information

- You may give us information about you through the following:
- Filling in forms at our practices or on our websites.
- Corresponding with us by phone, e-mail or otherwise.
- Through the technology you use to access our services

Information we receive from third parties - This includes information you provide when you visit our websites, for the purpose of booking an appointment with a dentist at Portman Healthcare clinics, participate in discussion boards or other social media functions on our site and when you report a problem with our site.

How we use your information – the purpose

We may use this information to:

- To provide you with the dental care and treatment that you need, we require up-to-date and accurate information about you.
- We may contact you to conduct patient surveys or to find out if you are happy with the treatment you received for quality control purposes.
- We will seek your preference for how we contact you about your dental care. Our usual methods are SMS, telephone, email or letter.
- We may use your information for our own analysis to understand the effectiveness of our marketing activities.

How we will keep your information safe

We employ administrative, electronic and physical security measures to ensure that the information that we collect about you is protected from access by unauthorised persons and protected against unlawful processing, accidental loss, destruction and damage.

This includes:

- Password protection
- Locked cabinets/rooms
- Practice security systems (including CCTV)
- Virus protection
- Secure servers
- Back-up facilities
- Secure cloud-based storage

If you would like more information, please contact the Data Protection Officer

Exercising your right to withdraw consent

In certain limited circumstances, you have the right to withdraw your consent to the collection and use of your data.

This is not the same, however, as giving or withdrawing your consent to dental treatment.

If you want to do this, please use our contact us button at the top of this page. Alternatively, you can contact us as follows:

- call your practice on: _____
- speak with a member of the dental and orthodontic team in person at the practice, or
- e-mail: _____

How the NHS uses your information

Our practice 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 visiting one of our dental or orthodontic practices, 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, and
- 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.

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.