

Privacy Notice

How we use your information

This notice explains what personal information we hold about you, why we hold it, and what your rights are. It applies to all our patients, including those referred to us by their dentist.

1 Who we are

Cheshire Smile Clinic Limited, trading as Cheshire Smile Clinic, of 14 Mackets Lane, Hunts Cross, Liverpool, L25 0LQ, is responsible for your personal information. In data protection law this makes us the "data controller". We are registered with the Information Commissioner's Office (ICO), registration number Z3487202.

For any question about how we use your information, contact Dr Peter Smyth on 0151 423 1601, or email referrals@cheshiresmile.co.uk.

2 The information we hold

We hold the information we need to look after you safely, including your name, address, date of birth and contact details; your medical and dental history; examination findings, X-rays, scans and photographs; treatment plans and treatment records; letters and emails between us and your referring dentist or other healthcare professionals; appointment and payment records; and records of any complaint or feedback.

Much of this is health information. The law treats it as especially sensitive, and we take extra care with it.

3 Where it comes from

We get your information from three places.

- **From you**, when you contact us and when we see you.
- **From your dentist**, if they referred you. They send us your history, X-rays and images before your first visit, by email, by post or as digital images.
- **From other healthcare professionals** involved in your care, such as your GP or a hospital.

We also create information ourselves, such as examination findings, scans, treatment plans and notes.

You do not have to give us this information. If you choose not to, we may not be able to treat you, because it may not be safe.

4 Why we use it, and our legal reason

To provide your dental care. We need your information to look after you, as agreed when you book (UK GDPR Article 6(1)(b), "contract"). For health information, the legal reason is providing health care (Article 9(2)(h)).

To plan your appointment when you are referred. We use the information your dentist sends us before you have booked with us. Our legitimate interests are the legal reason here (Article 6(1)(f)).

To meet our legal duties. This includes keeping accurate and complete records of your care, and responding to our regulators, the General Dental Council (GDC) and the Care Quality Commission (CQC) (Article 6(1)(c)).

To run and improve our practice. This includes dealing with payments, complaints and feedback, and protecting ourselves if there is a legal claim. Our legitimate interests are the legal reason here too (Article 6(1)(f)).

5 Who we share it with

We only share your information with people who need it for your care or where the law requires it. This includes your referring dentist, to whom we write back with our findings and the treatment you received; other healthcare professionals involved in your care; the dental laboratories we use, who receive only the details they need to do their work; our card payment provider; our email provider; and the GDC, CQC or a court if the law requires us to. If there is a legal claim, we may share it with our professional indemnity provider and legal advisers. We do not sell your information.

6 How we keep it safe

We keep your records securely, on paper and on our computer system. Only members of our team who need your information can see it. When we send or receive information electronically, we protect it, for example with password-protected files. We do not leave records where other patients or visitors can see them.

We do not store or send your information outside the UK.

7 How long we keep it

We keep your clinical records for at least **11 years** after your last treatment. For children, we keep them until at least their **25th birthday**, if that is longer. We keep complaint records separately from your clinical records, for **10 years** after the complaint is closed. After that, we destroy records securely.

8 Your rights

You have the right to:

- **see your records** and have a copy. We usually reply within one month and do not charge;
- **ask us to correct** anything that is wrong;
- **ask us to delete or restrict** how we use your information in some cases. We cannot delete clinical records we are required to keep;
- **ask for a copy of your information in a form you can move** to another provider, in some cases; and
- **be told** how we use your information, which is what this notice does.

Your right to object. Where we use your information because it is in our legitimate interests, such as running the practice and dealing with complaints, you have the right to object. Tell us and we will stop, unless we have a strong reason to carry on or we need the information for a legal claim.

To use any of these rights, you can speak to us on 0151 423 1601, email referrals@cheshiresmile.co.uk, or write to Cheshire Smile Clinic, 14 Mackets Lane, Hunts Cross, Liverpool, L25 0LQ.

9 If you are not happy

You have the right to complain to us if you think we have not handled your information properly. Tell us in any way you like, by phone, email, letter or in person, and we will acknowledge your complaint within 30 days and tell you the outcome. Our separate Complaints Procedure is available in our waiting areas upstairs and downstairs. You can also complain to the **Information Commissioner's Office (ICO)**: ico.org.uk, helpline **0303 123 1113**.

This notice is available in large print and easy read on request.