

## Privacy Notice

The practice aims to meet the requirements of Data Protection under the Data Protection (Baliwick of Guernsey) Law 2017

The data controller is Nav Khaira, the Information Governance Lead is Gemma Jordan who is also the Data Protection Officer.

This Privacy Notice is available on the practice website at [www.fresh.gg](http://www.fresh.gg) / at reception/ by email if you contact [reception@fresh.gg](mailto:reception@fresh.gg) or by calling 01481 740750.

You will be asked to provide personal information when joining the practice. The purpose of processing your personal data is to provide you with optimum dental health care and prevention.

The categories and examples of data we process are:

- Personal data for the provision of dental health care
- Personal data for the purposes of providing treatment plans, recall appointments, reminders 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 employed and self-employed team members employment and engagement respectively
- Personal data for the purposes of direct mail/email/text to inform you of important announcements or about new treatments or services
- Personal data - IP addresses so that we can understand our patients better and inform our marketing approach as well as improve the web site experience
- Special category data including health records for the purposes of the delivery of health care and meeting our legal obligations
- Special category data details of criminal record checks for employees and contracted team members

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 and will otherwise keep it confidential. 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 is shared.

- Personal data is stored in the [EU] whether in digital or hard copy format
- Personal data is obtained when a patient joins the practice or when a patient is referred to the practice.

For full details or where your data is stored, please ask to see Information Governance Procedures

We have established the following lawful bases for processing your data:

Our lawful bases for processing personal data:

- The legitimate interests of the dental practice
- Processing is necessary for the performance of a contract with the data subject or to take steps to enter into a contract
- Consent of the data subject
- To comply with our legal obligations

Our lawful bases for processing special category data:

- Processing is necessary for health care purposes
- 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 check

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 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 personal data we process includes:

Your name, address, gender, date of birth, medical history, dental 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.

The retention period for special data in patient records is a minimum of 10 years and may be longer for complex records or 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 procedure available from the practice.

We obtain your personal details when you enquire about our care and service, when you join the practice, when you subscribe to our newsletter or register online, when you complete a registration or medical history form and when another practitioner refers you for treatment at our practice. Occasionally patients are referred to us from other official sources such as other dental practices.

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, or by contacting The Office of the Data Protection Authority (ODPA) 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. 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.

We have carried out a Privacy Impact Assessment 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 and Information Governance Procedures.

#### **Comments, suggestions and complaints**

Please contact the IG Lead at the practice for a comment, suggestion or a complaint about your data processing at [gemma.jordan@fresh.gg](mailto:gemma.jordan@fresh.gg), or 01481 740750 or by writing to or visiting the practice at Les Chenes, Rohais, St Peter Port, Guernsey, GY1 1JB. We take complaints very seriously.

If you feel that your personal data has been handled incorrectly or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the data protection regulator- The Office of the Data Protection Authority (ODPA) you can contact them for advise by writing to:

#### **The Office of the Data Protection Authority**

**Block A, Lefebvre Court, Lefebvre Street, St Peter Port, Guernsey, GY1 2JP**

by telephoning (01481) 742074, by email to [info@odpa.gg](mailto:info@odpa.gg) or you can submit a complaint online at [www.odpa.gg](http://www.odpa.gg) and complete the 'make a complaint' section.

#### **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, Consent Policy
- Privacy Impact Assessment, Information Governance Procedures, Record Retention

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



Fresh Dental,  
Les Chenes, Rohais, St Peter Port, Guernsey, GY1 1JB,  
Email: [gemma.jordan@fresh.gg](mailto:gemma.jordan@fresh.gg),  
Phone: 01481 740750.

Thank you.

