



The GDPR principles: our commitment to you and your personal data



Lawfulness, fairness & transparency

We will process your personal data in a way that is fair, transparent and in keeping with the law.



Purpose limitation

We will only process personal data for the purposes for which it was collected - in order to provide you with the best quality care and to operate our dental practice.



Storage limitation

We will not keep your personal data for any longer than necessary for us to provide our care to you, and we will delete any data that we no longer need to keep.



Data minimisation

We will only collect the personal data that we need in order for us to provide our care to you and operate our dental practice.



Accuracy

We will ensure that the personal data we hold on you is accurate and up to date - and update it promptly when you inform us of any changes.



Integrity & confidentiality

We will ensure that we have the necessary measures in place to protect your personal data and make sure it's kept secure.



Accountability

We will be accountable for your personal data and make sure that any third parties we share your data with in order to provide you with our care are held to the same standard.



What rights will I have under GDPR as a patient?

As a patient you have a number of rights concerning your personal data. GDPR is strengthening these rights, as well as introducing new ones.



The right to be informed

You have a right to know how your personal data is processed, how long we keep it for and who your data is shared with in a clear and transparent privacy notice.



The right of access

You will have the right to access any personal information we hold about you at the practice, free of charge. You can ask for this by completing a "subject access request" and we will respond within one month.



The right to rectification

You have the right to have your personal information corrected in a timely fashion if you believe it's inaccurate or incomplete.



The right to erasure

Also known as the "right to be forgotten", you have the right to ask for your personal data to be deleted when we no longer need your personal data.



The right to restrict

In certain circumstances, you have the right to restrict or limit the extent to which we process your personal data.



The right to data portability

You have the right to request a copy of your personal information in a structured, commonly-used, machine-readable format and ask for it to be sent to another dental practice.



The right to object

You have the right to object to us processing your personal information for certain things, including direct marketing.