

## **Privacy Notice for The Dental Studio for Patient Data**

This Privacy Notice is a shortened form of our Privacy Policy and any patient who wishes to have a copy of our full Policy should ask Christine Dye who is the practice Data Protection Officer.

The practice Data Controller is Stephen Pitt.

### **Personal data held for our patients**

- Name, address, date of birth.
- Unique identification number.
- Next of kin.
- Email address.
- Phone numbers.
- GP contact details.
- Occupation.
- Medical history.
- Dental care records.
- Photographs.
- Family group.
- Payment plan details.
- Financial information.
- Credit cards receipts.
- Correspondence.
- Details of any complaints received.

We keep an inventory of personal data we hold on our patients and this is available on request.

### **Why do we need to hold this information on you?**

- To provide appropriate, safe, and effective dental care and advice for you.
- To fulfil any contracts we hold in relation to your care.
- For business administration of your care.

### **Disclosure to third parties**

We will share our patients' personal information with third parties when required by law, to enable us to deliver a service to them, or where we have another legitimate reason for doing so. Third parties we may share patients' personal information with may include:

- Regulatory authorities such as the General Dental Council and the National Health and Social Care regulators.
- NHS Local Authorities
- Dental payment plan administrators
- Insurance companies
- Loss assessors
- Fraud prevention agencies
- In the event of a possible sale of the practice at some time in the future.

We may also share personal information where we consider it to be in a patient's best interest or if we have reason to believe an individual may be at risk of harm or abuse.

### **Legal basis for processing data held about patients**

- The legal basis on which we process personal information for our patients is 'legal obligation.'
- The legal basis on which we process personal information for our payment plan patients is 'contract.'

### **Retention period**

This practice retains dental records and orthodontic study models while you are a patient of our practice and after you cease to be a patient for at least eleven years or for children until age 25, whichever is longer.

### **Complaints**

You have a right to complain about how we process your personal data. All complaints concerning personal data should be made in person or in writing to Christine Dye. All complaints will be dealt with in line with the practice complaints policy and procedures.

If you are unhappy with the resolution of your complaint, you have the right to raise your complaint with the Information Commissioner's Office (ICO).

The ICO can be contacted online via <https://ico.org.uk/make-a-complaint>, or call the ICO helpline on 0303 123 1113. Alternatively, you can also contact us using their live chat online on [Advice services for members of the public | ICO](#)

Further information on making a complaint to the ICO can be found here: <https://ico.org.uk/make-a-complaint/data-protection-complaints/data-protection-complaints>

This Privacy Notice was reviewed and implemented on 03/06/2025.

It will be reviewed annually and is due for review on 03/06/2026 or prior to this date in accordance with new guidance or legislative changes.

## Document Change Record for Privacy Notice for Patient Data

The table below is a record of all changes to the policy and procedures made by the Apolline Compliance Team. It is not intended to document changes made by the practice team.

Published Date	Document Version Number	Pages affected	Description of revision	Author
01.02.2021	v3.0	Page 1	Notes on obtaining evidence of opt-in consent.	PL
01.02.2021	v3.0	Page 3	Information on when the National Opt-out Policy would apply in dental practice.	PL
24.01.2023	v3.1	Pages 2, 5 & 6	Update GDPR references and retention of dental records.	PP
09.08.2023	v3.2	Page 5	Updated the complaints section with contact details for the ICO.	PL
14.08.2023	v3.3	Page 5	Updated retention period for patient records.	PL
15.08.2023	v3.4	Page 3	Amalgamation of English & Welsh policy and renamed.	IL
09.02.2024	v3.5	Whole document	The whole document has been reviewed to satisfy the criteria of a notice; previous versions of our Privacy Notice have replicated the Privacy Policy. This notice is relevant to all the home nations.	IL
21.11.2024	v3.6	Whole document	Edited and formatted.	BH