

Welcome to the Riverside Dental Practice Privacy Notice

This Privacy Notice is designed to help you understand everything you need to know about the "what, why and how"s of our data gathering and processing operations, and what your legal rights are.

We hope you'll take some time to read this document; we've tried to keep it all as simple as possible and we will keep you informed if there are any changes to the way we process your personal data in the future, before making them.

Riverside Dental Practice takes its responsibility of protecting your data very seriously and we do advise you get to know our practices – If there's anything in this policy you don't understand or if you want to ask any questions, please feel free to contact us using any of the details below.

Who are we?

We are Riverside Dental Practice. In this document Riverside Dental Practice will sometimes be referred to as "we".

What kind of personal data might we ask you to provide?

Riverside Dental Practice will only ever ask for personal data if it is required for a specific purpose; with that in mind we have created a full list of all the kinds of personal data that we may ask you to provide in order to achieve those purposes. The kinds of personal data we may collect are:

Data subjects:	Data categories:
Patient	Name, address, DOB, telephone, email, health information, emergency contact details, occupation,
Labs	Company Name, address, telephone, email
Sub-Contractor i.e. Cleaners (Company)	Name, address, telephone, email, ID (for one person) Because he is a key holder

Why do we collect personal data?

We will use personal data firstly to fulfil any contractual obligations that exist between us and yourself; where we request personal data be provided to meet the terms of any such contract you will be required to provide the relevant personal data or we will not be able to deliver the goods and/or services you want. In such cases the lawful basis of us processing the personal data is that it is necessary for the performance of a contract.

We may also process your personal data in accordance with our legitimate business interests; this is on the considered measure that we need the personal data to achieve the various purposes and that it could be reasonable for an individual to expect their data to be used for those purposes.

Our data processing activities conducted on the lawful basis of 'legitimate interests' are

To provide you with goods and services you are looking for

- To inform you of other goods and services we provide, or offers that may interest you (direct marketing)

- To improve the quality of the services we offer, and to better understand our customers' needs by requesting feedback, or requesting you review the services we have provided, or we may send survey forms that we ask you to complete
- To notify you of any changes to the goods and/or services we provide, or have provided, that may affect you
- To enhance the security measures in place that protect data we are responsible for
- To protect the company's assets

We may also process your personal data in order for Riverside Dental Practice to comply with our various legal obligations; this might include:

- Providing for financial commitments between us and yourself, or to relevant financial authorities
- Carrying out required business operations and due diligence; e.g. administration, security, reorganisations, investment or corporate/asset sales
- Cooperating with relevant authorities for reporting criminal activity, or to detect and prevent fraud
- To investigate any insurance claims, claims of unfair dismissal, claims of any kind of harassment or of discrimination, or any other claim whereby we may have to defend ourselves.
- Cooperating with the Service Commissioners, such as NHS, NHSBSA for auditing and compliance purposes.

Where we have received your consent to do so we will process your personal data for the following purposes:

- Referrals and safeguarding
- Treatment options (orthodontic treatment for example)

You may withdraw your consent for us to process your personal data for these purposes at any time; after a withdrawal of consent request is received we may contact you to verify the request.

Withdrawing your consent for us to process your personal data will not affect the lawfulness of the processing beforehand.

We process personal data for the following reasons where it is necessary to protect your own, or another person's, vital interests, or where it is necessary for the performance of tasks which are carried out in the public interest:

- Emergency dental treatment

Where we process special categories of personal data, other than where we have your consent to do so we shall be processing this data on one or more of the following lawful basis:

- It is necessary for the purposes of preventive or occupational medicine, for the assessment of the working capacity of the employee, medical diagnosis, the provision of health or social care or treatment or the management of health or social care systems or pursuant to contract with a health professional

Where did we obtain your personal data?

We collect personal data only from you.

Who might we share your information with?

In order to achieve the above stated purposes for which we process your personal data, we may need to share your personal data with various third-party service providers who act as data processors.

We may share your personal data with third party organisations acting as data controllers or with specific individuals, groups or other organisations who act as neither data controllers nor data processors, but only where we are either legally required to do so by law or where doing so is necessary to achieve the intended stated purpose of processing the data

In the event that we sell or reorganise our business, or if otherwise required by law or by an authorised regulator, we may transfer your personal data as a part of the general business data to the relevant parties.

Where is my data going to be stored?

Your data will be kept within the EU

How long will we keep your data for?

We will keep your personal data only for as long as required in order to achieve the purposes for which it was gathered, in line with this privacy notice.

For determining when personal data should be erased we shall take into consideration the amount of and sensitivity of the personal data we have, the amount of harm that could be caused by a data breach, the benefits of the purposes the data is being used for and any legal requirements that we are bound to.

You may request that we erase your personal data at anytime, though in cases where there is a remaining relevant or legal reason why we are required to keep the data we may opt to restrict the amount of processing being conducted to what is absolutely necessary in line with your legal rights in order to minimise the impact the processing will have.

Where the lawful basis of our processing is based on protection of vital interests and insofar any relevant health and safety obligations apply, Riverside Dental Practice will retain your personal data for 40 years.

Your Rights, Our Responsibility

There are several rights granted to you immediately upon providing us with your personal information; some of these are mentioned above. We'd like you to know that at Riverside Dental Practice we take your rights as a Natural Person seriously and will always conduct ourselves in a way that is considerate of our responsibility to serve your legal rights.

You have the Right of Access

This grants you the right to confirm whether or not your personal data is being processed, and to be provided with relevant details of what those processing operations are and what personal data of yours is being processed.

If you would like access to the personal data we have about you, we ask that you contact us by using any of the details below.

The Right to Rectification

This one is fairly straight forward; if you notice that the data we have about you is inaccurate or incomplete, you may request we rectify the mistake. We will make every effort to respond to requests of this type immediately.

The Right to Objection

The right to object is a basic freedom all democracies enjoy. If you wish to object to the way we use, or have used, your personal data you may do so freely.

The Right to Portability

This is a legal right afforded to you that states we must pass on all of the details you have provided to us in a machine-readable format, either to your or to another provider of your choosing.

The Right to Complain

We will always try to maintain the highest standards and encourage the confidence our customers have in us as an organisation. In order that we can achieve this we do request that any complaints be first brought to our attention so we can properly investigate matters; if however you would like to complain about Riverside Dental Practice to a supervisory authority you may do so by contacting the Information Commissioners Office on 0303 123 1113, or anyone of the other reporting methods listed on their website - <https://ico.org.uk/concerns>

Our Data Protection Officer

Our Data Protection Officer is:

Ametros Group
Lakeside Offices
Thorn Business Park
Rotherwas
Hereford
HR2 6JT
T: 0330 223 2246
@: dpo@ametrosgroup.com

Our contact details

If you wish to get in touch with Riverside Dental Practice please do so with any of the following contact details:

Riverside Dental Practice
22 The Causeway
Bishop's Stortford
CM23 2EJ
T: 01279 652344
@: contact@riversidedentist.co.uk