



Frankel dental care

PRIVACY POLICY

This policy sets out how Frankel Dental Care, a company registered in England and Wales with registration number 07309793, whose registered office is Frankel Care Ltd, 7 Hermitage Parade, High Street, Ascot, Berkshire, SL5 7HE and uses and protects any information that you provide when you use Frankel Dental Care's, website, mobile website or provide us with any information in the practice.

Here you can read further information about how we use your data. By using Frankel Dental Care's website, mobile website or any other information you provide, you are agreeing to the terms set out, and consenting to the use of data described, in this policy.

Frankel Care Ltd is registered with the Information Commissioners Office, registration number Z3294836.

Personal information

In providing you with our services, Frankel Dental Care may handle your personal information. Personal information is information about you from which you can be identified, such as your name and contact details. Depending on what services you receive from us, this may include sensitive personal information such as medical information.

By providing your data and/or information, or by using the website or other online or digital platforms, you consent to the use of your data and information as described or referred to in this privacy notice. If we make any changes in the ways we process personal information, we will update this notice. You can also email us at info@frankeldentalcare.co.uk and ask us to send you the latest version.

Confidential and Medical information

The confidentiality of your personal information is of paramount concern to us, and we comply with UK data protection law and all the applicable medical confidentiality guidelines issued by such bodies as the General Dental Council.

Your confidential medical information will only be disclosed to those involved with your treatment or care, or in accordance with UK law and guidelines from professional bodies. If you receive services from us and that transfers to a new provider, we may share your personal and confidential information with the new provider.



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Securing information

We are committed to keeping your personal information secure. We have put in place physical, electronic and operational procedures intended to safeguard and secure the information we collect. All our staff has a legal duty to respect confidentiality of your information, and access to your confidential information is restricted only to those who have a reasonable need to access it.

When using our website, if the URL of a webpage starts with HTTPS, or you see a locked/green padlock symbol, your data should be encrypted when it is sent from your computer to our server. However, we cannot ensure the security of your data when it is being transmitted to our website from other pages. All transmission of personal information and other data is done at your own risk.

Information submitted to us through a website is normally unprotected until it reaches us. In addition, users are also requested not to send confidential details or credit card numbers, for example, by email.

Information we may hold about you

The information we hold about you may include the following:

- Basic details such as name, D.O.B, address, contact details, email address
- Medical history and doctors details
- Dental history and services received
- Records of consent to treatment
- Radiographs
- Notes of conversations/incidents that may occur for which records need to be kept
- Laboratory statements and models
- Details of referrals and letters received back
- Reminder letters and any other correspondence
- Account details/Credit card receipts



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When we collect information

Information about you is collected when:

- When we have a new MH or updated MH
- You apply for a quote
- You submit a query to us, for example by email, telephone or social media

We may also collect information about you from other people when:

- We liaise with a member of your family, health professional or other treatment providers. We only share information in this way where you have provided consent, or in circumstances where you are incapable of giving consent, or we are unable or it is not reasonable to seek your permission, or we are required by law or in accordance with guidance from professional bodies.
- You as a third party application to provide information to one of our mobile applications or website.

Using your information

We use your personal information to provide you with our services, and to improve and extend our services. This may include:

- Responding to your queries, including providing quotes
- Supporting your dental treatment or care
- Internal record keeping and administration
- Checking the accuracy of information about you, and the quality of your treatment or care, including auditing
- Supporting your healthcare professional
- Assessing the type and quality of care you received and any concerns or complaints you raise, so that they can properly be assessed
- Using your contact information to send you service related information and reminders
- Using your contact information to send promotional material about special offers or other information we may think you find interesting



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Sharing information

Information about you may be shared with third parties, that provide services to you, and this may involve them handling your personal information.

We ensure that confidentiality and security of your personal information is protected at all times.

We do not share personal information with anyone outside of the practice to use for their own purposes, except:

- We have your permission
- To protect the rights, property, or our safety, our customers, or others
- In order to detect, prevent and help with the prosecution of financial crime. For example we may share information with fraud prevention or law enforcement agencies.
- If there are other exceptional circumstances, and we are unable or it is not appropriate to seek your permission

Keeping information

We will retain dental records while you are a patient at the practice and after you cease to be a patient, for at least 11 years or for children until age 25, whichever is the longer.

Keeping you informed

Frankel Dental Care would like to keep you informed of products and services that we consider may be of interest to you (via email, phone or SMS). When we collect your information, we will ask you if you would like us to keep you updated in this way. We may use your personal information to:

- Decide which services are relevant to you
- Contact you with details of our products and services
- To send you reminders of appointments due

If you do not wish to receive marketing information about our products and services, or at any time you change your mind about receiving these messages, please contact the practice via email info@frankeldentalcare.co.uk, or verbally with reception.



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Accessing information

To request a copy of the personal information we hold about you and to ask us to correct or remove any inaccurate information, may be obtained by making a request in writing.

A fee of up to £10 for records held on computer, or up to £50 for manually held records.

We may also ask you to provide additional information to confirm your identity or, if you are seeking to access personal information of another individual, proof of their consent or your legal right to receive their personal information.

If you have any data protection queries, please contact us:

Email: info@frankeldentalcare.co.uk

Write: Frankel Dental Care, 7 Hermitage Parade, High Street, Ascot, Berkshire, SL5 7HE

Data breach

The practice has appropriate procedures to ensure personal data breaches are detected, reported and investigated effectively, including procedures to assess and to report any breaches to the ICO where the individual is likely to suffer some form of damage, e.g. through identity theft or confidentiality breach.

The practice will report serious data breaches to the ICO within 24 hours of becoming aware of the essential facts. The practice will keep a log of all personal data breaches and record the basic facts, effects of the breach and remedial action taken.

Updating this privacy notice

We review and update this notice regularly.

Date 10/4/2018 CW



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