

## Data Protection Policy for Inverleith Dentalcare

**Effective Date:** Jan 2025

### 1. Introduction

Inverleith Dentalcare ("we", "our", "us") is committed to protecting and respecting your privacy and personal data. This Data Protection Policy outlines how we collect, use, store, and protect your personal information in compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This policy applies to all personal data collected by Inverleith Dentalcare through our website, patient interactions, and services provided.

### 2. Our Commitment to Data Protection

We understand the importance of protecting your personal data, and we are committed to ensuring that your data is handled responsibly and securely. This policy sets out the steps we take to protect your privacy, as well as your rights regarding your personal data.

### 3. Information We Collect

We collect and process the following types of personal data:

- **Personal Information:** Such as your name, address, date of birth, email address, phone number, and emergency contact details.
- **Health Information:** Such as your medical history, dental records, and treatment details.
- **Payment Information:** Such as payment card details and billing information, where applicable.
- **Website Usage Information:** Information such as your IP address, browser type, and usage patterns when interacting with our website.

### 4. How We Use Your Data

We use your personal data for the following purposes:

- **To provide dental care:** To manage and provide your dental treatments, consultations, and appointments.
- **Communication:** To communicate with you regarding appointments, treatment plans, reminders, and any other relevant matters.
- **Billing and Payments:** To process payments and manage financial records.

- **Legal Compliance:** To comply with our legal and regulatory obligations, including healthcare regulations.
- **Marketing:** With your consent, to send you promotional materials and information about our services.

## 5. Legal Basis for Processing Your Data

We process personal data based on the following legal grounds:

- **Contractual necessity:** We need your data to provide dental services, including managing your appointments and treatment.
- **Consent:** For specific purposes, such as sending marketing communications, we will ask for your consent.
- **Legal obligations:** We process certain data to comply with healthcare laws and regulations.
- **Legitimate interests:** We may process data where it is necessary for our legitimate interests, such as improving our services and patient care.

## 6. How We Protect Your Data

We take appropriate technical and organizational measures to ensure the security and confidentiality of your personal data. These measures include:

- Secure storage of physical and electronic records.
- Encryption of sensitive data when stored or transmitted electronically.
- Access controls and procedures to limit access to your data to authorized personnel only.
- Regular reviews of our data protection practices to ensure compliance with data protection laws.

However, please note that no method of data transmission or storage is 100% secure, and while we strive to protect your data, we cannot guarantee absolute security.

## 7. Data Sharing and Transfers

We will not share your personal data with third parties except in the following cases:

- **Healthcare professionals:** We may share your data with other healthcare providers if necessary for your treatment (e.g., referrals to specialists).
- **Service Providers:** We may share data with third-party service providers who help us run our practice, such as IT support, payment processors, or appointment booking systems.

- **Legal Compliance:** We may disclose your data if required by law or in response to valid legal requests by authorities (e.g., government regulators or law enforcement).
- **Insurance Providers:** If applicable, we may share data with your health insurer to process claims.

## 8. Data Retention

We retain your personal data for as long as necessary to fulfil the purposes for which it was collected, including for legal, regulatory, and medical record-keeping purposes. We will delete or anonymize your data once it is no longer needed for these purposes.

## 9. Your Rights

Under the UK GDPR, you have the following rights regarding your personal data:

- **Right to Access:** You have the right to request a copy of the personal data we hold about you.
- **Right to Rectification:** You have the right to request that we correct any inaccuracies or update your personal data.
- **Right to Erasure:** You can request that we delete your personal data under certain conditions (e.g., if it is no longer needed for the purposes it was collected).
- **Right to Restrict Processing:** You can ask us to restrict processing of your data in certain circumstances (e.g., while we investigate your request).
- **Right to Data Portability:** You can request a copy of your data in a structured, commonly used, and machine-readable format.
- **Right to Object:** You have the right to object to certain types of data processing, such as marketing communications.
- **Right to Withdraw Consent:** Where we rely on your consent for processing, you have the right to withdraw your consent at any time.

To exercise any of these rights, please contact us using the contact details below.

## 10. Cookies Policy

We use cookies to enhance your experience on our website and gather information about how visitors use the site. For more information about how we use cookies, please refer to our Privacy & Cookies Policy.

## **11. Changes to This Policy**

We may update this Data Protection Policy from time to time. Any changes will be posted on this page, and the updated policy will take effect when posted. We encourage you to review this policy periodically.

## **12. Contact Us**

If you have any questions about this Data Protection Policy, wish to exercise any of your rights, or need further information, please contact us:

### **Inverleith Dentalcare**

25 Inverleith Row,  
Edinburgh, EH3 5QH

Phone: 0131 552 4830

Email: [info@inverleithdentalcare.co.uk](mailto:info@inverleithdentalcare.co.uk)

Data protection officer: We have appointed a data protection officer (DPO) who is responsible for overseeing our data protection activities and ensuring compliance with the GDPR. The Inverleith Dentalcare is: Anjana Puri and can be contacted via email: [info@inverleithdentalcare.co.uk](mailto:info@inverleithdentalcare.co.uk).

Inverleith Dentalcare takes the privacy and security of personal data very seriously and is committed to complying with the GDPR and other relevant legislation. We will continue to review and update our data protection policies and procedures to ensure that we remain compliant and that our patient's personal data is kept safe and secure.