

## Privacy Policy

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### Introduction

(‘we’) are committed to protecting and respecting your privacy. We aim to be clear when we collect your data and not do anything you wouldn’t reasonably expect.

This Policy explains when and why we collect personal information, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this Policy from time to time so please check this page occasionally on our website to ensure that you’re happy with any changes. By using our website, you agree to be bound by this Policy.

Any questions regarding this Policy and our privacy practices should be sent to our Data Controller. You can do this:

**By email, to: [admin@newentdentalcare.co.uk](mailto:admin@newentdentalcare.co.uk)**

**By telephone: 01531822149**

### Who we are

We are a team of dental professionals who are passionate about providing the highest possible standards of care.

To ensure we can provide your care safely and effectively, we need to be certain that we have correctly addressed your needs and wishes, answered your questions and also have taken account of your medical history and any treatment that you are undergoing as this may affect how we can provide care for you safely.

Your care may involve several members of our team at this practice and we want to assure you that all members of our team will respect the confidential nature of the information that you have provided and will always protect it from being used by others in an unauthorised way.

### Where do we collect information about you?

We collect information about you in the following ways:

#### When you give it to us DIRECTLY

We obtain information about you when you:

- Attend our practice as a patient
- Complete documentation such as a Medical History form
- Agree to or request referral to other professionals
- Receive support from us by contacting us by telephone, text or email
- Take part in one of our surveys
- Attend one of our events
- Make payments to us using a card, credit agency or payment plan
- use our website
- If you use our website we collect your IP address, and information regarding what pages are accessed and when.

#### When you give it to us INDIRECTLY?

We may receive information about you from a referring practice.

#### How do we use your information?

We process and use your information to provide you with safe dental care.

#### How do we keep this information safe?

When you give us personal information, we take steps to ensure that there are appropriate technical measures in place to protect it. For example, access is restricted only to those who are entitled to see the data, our online templates and audits are always encrypted and our network is protected and routinely monitored.

#### How you can access your information

If you would like to access the information we hold about you, please get in touch with the practice at Newent Dental Care, 4 Court Lane, GL181AR. Phone number 01531822149.