

Privacy Policy

Andrew Thomas Dental Care

This policy sets out how Marsden Hill Limited (trading as Andrew Thomas Dental Care), a company registered in England and Wales with number 07302732, whose registered office is at Castle House, High Street, Ammanford, Carmarthenshire, SA18 2NB uses and protects any information that you provide when you use andrewthomasdental.co.uk and visit our dental practice. Here you can read further information about how we use your data. By using andrewthomasdental.co.uk, you are agreeing to the terms set out, and consenting to the use of data described, in this policy.

Marsden Hill Ltd is registered with the Information Commissioners Office, registration number 07302732.

Personal information

In providing you with our services, Marsden Hill Ltd will usually handle your personal information. Personal information is information about you from which you can be identified, such as your name and contact details. This will typically include sensitive personal information such as medical information.

By providing your data and/or information, or by using our website, you consent to the use of your data and information as described or referred to in this privacy notice and the cookie policy.

If we make a change to any of the ways in which we process personal information, we will update this policy.

Confidential and Medical information

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

Lawful Basis

Data will be held and processed under the following **Lawful Basis**:

- Patient Data and health records: for the Legitimate Interests of the practice in providing health care and treatment
- Employment records: as a Legal Obligation for the provision of Employment Terms and conditions and supply of data to HM Revenue and Customs and other statutory functions such as pensions and benefits
- Contractor Data: for the fulfilment of contracts
- We will additionally secure the specific consent of patients for the provision of electronic marketing communication under the Privacy and Electronic Communication Regulations 2011
- Data processing is necessary for the establishment, exercise or defence of legal claims

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, or for the purposes of clinical audit (unless you object). If we provide you with our services and that service ever transfers to a new provider, we may share your personal and confidential medical information with the new provider.

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 of our staff have a legal duty to respect the 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 web page 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 or other digital sites 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, address, contact details and next of kin
- details of contact we have had with you
- details of services you have received
- patient experience feedback and treatment outcome information you provide
- information about complaints and incidents
- notes and reports about your health and any treatment and care you have received or need
- information from customer surveys, competitions and marketing activities
- recordings of calls we receive or make
- other information we receive from other sources, including from your use of websites and other digital platforms we (or our group companies) operate or the other services we provide, information from business partners, advertising networks, analytics providers, or information provided by other companies who have obtained your permission to share information about you.

When we collect your information

Information about you is collected when:

- you use our services
- you submit a query to us, for example by email, telephone or social media, including where you reference us in a public social media post
- you participate in any marketing activity

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

- we liaise with your family, health professional or other treatment provider. We may only share information in this way where you have provided your 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 to by law or in accordance with guidance from professional bodies

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
- supporting your medical and dental treatment
- internal record keeping and administration
- responding to requests where we have a legal or regulatory obligation to do so
- checking the accuracy of information about you, and the quality of your treatment or care, including auditing medical and billing information
- supporting another of your healthcare professional
- assessing the type and quality of care you have received and any concerns or complaints you raise, so that these can be properly investigated
- using your contact information to send you service related information
- using your contact information to send promotional material about new products, special offers or other information we think you may find interesting (see 'Keeping you informed' below for more information)
- using your contact information to give you an opportunity to complete a customer satisfaction survey
- using your contact information to conduct and analyse market research

Sharing information

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

- when we have your permission
- when we are permitted or obliged to do so by law.
- if there are other exceptional circumstances, and we are unable or it is not appropriate to seek your permission.

In the event that we sell or buy any dental business, we may disclose your personal data to the prospective seller or buyer of such business.

Keeping information

We will only keep your personal information for as long as is necessary and in accordance with UK law.

Keeping you informed

We would like to keep you informed of the products and services that we consider may be of interest to you (via mail, 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 we think are relevant to you
- decide which media, including social media platforms, would best be utilised to reach the patients who wish to receive marketing materials
- contact you with details of our products and services, including displaying interest-based adverts via social media

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 us by the means displayed below.

Accessing information

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

- Email: reception@andrewthomasdental.co.uk
- Mail: Andrew Thomas Dental Care, First Floor Suite, 50 The Parade, Roath, Cardiff. CF24 3AB

You can also contact us to request a copy of the personal information we hold about you and to ask us to correct or remove (where justified) any inaccurate information. We may charge a small amount for providing you with a copy of your personal information. We may also ask you to provide additional documentation 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.

Updating this privacy policy

We review and update this notice regularly.

Version 4

Next review date – March 2027