

Our Policy on GDPR

From May 2018 Europe's data protection rules will undergo their biggest changes in two decades. Since they were created in the 1990s, the amount of digital information we create, capture, and store has vastly increased. Simply put, the old regime was no longer fit for purpose. The solution is the mutually agreed European General Data Protection Regulation (GDPR), which will come into force on May 25th, 2018. It will change how businesses and public-sector organisations can handle the information of customers. GDPR means that we at The Smile Studios will be more accountable for handling of people's personal information and as such we have updated our data protection policies.

Data Protection Code of Practice Our data protection code of practice lays out our procedures that ensure The Smile Studios and our employees comply with The Data Protection Law, 2001 and The General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679)

What personal data do we hold?

In order to provide you with a high standard of dental care and attention, we need to hold personal information about you. This personal data comprises:

Your past and current medical and dental condition; personal details such as your age, national insurance number/NHS number, address, telephone number and your general medical practitioner.

Radiographs, clinical photographs and study models.

Information about the treatment that we have provided or propose to provide and its cost.

Notes of conversations/incidents that might occur for which a record needs to be kept.

Records of consent to treatment.

Any correspondence relating to you with other health care professionals, for example in the hospital or community services.

Why do we hold information about you? We need to keep comprehensive and accurate personal data about patients to provide you with safe and appropriate dental care. We will ask you yearly to update your medical history and contact details.

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

Security of information Personal data about you is held in the practice's computer system and in a locked manual filing system. The information is only accessible to authorized team members. Our computer system has secure audit trails and we back up information routinely.