

## **Smile Essential & Gamanlal Ltd Website Privacy Policy & National Data Opt-out Policy**

### **Key details**

Smile Essential & Gamanlal Ltd Privacy Policy describes how we use and protect the information you give us when you use our website.

If you provide information when using our website, it will only be used in the ways described in this Privacy Policy.

This Policy is updated from time to time. The latest version is published on this page.

This website Privacy Policy was last updated on: 22/01/2020.

If you have any questions about this policy, please contact us by telephone, email or in writing.

### **Introduction**

We gather and use patient information in order to provide products and services and to enable certain functions on this website.

We also collect information to better understand how visitors use this website and to present timely, relevant information to them online.

### **Website Forms**

Forms on this website do collect personal data that you submit, which will be emailed with the intent to store that data on industry standard UK email hosting and practice management records for the purpose of providing you a service.

### **General Data Protection Regulation (GDPR) (EU) 2016/679**

Our practice is notified with the Information Commissioner's Office (ICO).

Our Data Controller can be contacted at our practice address or by telephone with any questions you may have or details concerning the protection of your personal data.

### **Patient Records**

Our Practice is registered with the Care Quality Commission (CQC). Details of our Registration can be seen at [www.cqc.org.uk](http://www.cqc.org.uk). Our practice has to comply with the CQC data protection policy for Patient Records both offline and online.

### **What data we gather**

We may collect your data in a variety of ways on this website. Our lawful basis for processing your data will be your explicit consent to us to do so. We may store this data indefinitely.

We may collect the following information:

- Contact information including your email address

- Demographic information, such as postcode, preferences and interests
- Website usage data
- Other information relevant to patient enquiries
- Other information pertaining to special offers and surveys

## How we use this data

Collecting this data helps us understand what you expect from your practice, enabling us to deliver improved products and services.

Specifically, we may use data:

- For our own internal records
- To transfer or share sensitive patient data with other registered dental or medical professionals
- To improve the products and services we provide
- To contact you in response to a specific enquiry
- To customise the website for you
- To send you promotional emails about products, services, offers and other things we think might be relevant to you.
- To send you promotional mailings or to call you about products, services, offers and other things we think might be relevant to you.
- To contact you via email, telephone or mail for research reasons.

## Your individual rights

As an individual, you have the following rights in regards to the data that we collect and store:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling.

Should you wish to exercise any of these rights, please call the practice and speak to our Data Controller or Data Protection Officer.

## Cookies and how we use them

### What is a cookie?

A cookie is a small file placed on your computer's hard drive. It enables our website to identify your computer as you view different pages on our website.

Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit.

### How we use cookies

We may use cookies to:

- **Analyse our web traffic using an analytics package.** Aggregated usage data helps us improve the website structure, design, content and functions.
- **Identify whether you are signed in to our website.** A cookie allows us to check whether you are signed in to the site.
- **Test content on our website.** For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
- **Store information about your preferences.** The website can then present you with information you will find more relevant and interesting.
- **To recognise when you return to our website.** We may show your relevant content, or provide functionality you used previously.

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

### **Controlling cookies**

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies.

However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you.

Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it.

[To learn more about Cookies, see our Cookie Policy.](#)

### **Controlling information about you**

When you fill in an e- form or provide your personal details on our website, you may see one or more tick boxes allowing you to:

- Opt-in to receive marketing communications from us by email, telephone, text message or post.
- Opt-in to receive marketing communications from our third-party partners by email, telephone, text message or post.

If you have agreed that we can use your information for marketing purposes, you can change your mind easily, via one of these methods:

- Send an email to us.
- Write to us.

Any personal information we hold about you is stored and processed under our data protection policy, in compliance with the General Data Protection Regulation (GDPR).

### **Security**

We will always hold your information securely.

To prevent unlawful disclosure or access to your information, we have implemented strong physical and electronic security safeguards.

We also follow stringent procedures to ensure we work with all personal data in accordance with the General Data Protection Regulation (GDPR).

### **Links from our site**

Our website may contain links to other websites.

Please note that we have no control of websites outside of the [www.smileessential.co.uk](http://www.smileessential.co.uk) domain. If you provide information to a website to which we link, we are not responsible for your data protection and privacy.

Always be wary when submitting data via interactive website templates. Study the website data protection policy and the status of the website itself - is it padlocked or using https:// or green bar transfer protocols?).

### **Feedback**

If you feel that there is a problem with the way that we are handling your data, you may complain to the ICO directly at <https://ico.org.uk/>.

## Smile Essential & Gamanlal Ltd National Data Opt-out Policy

Smile Essential and Gamanlal Ltd are one of many organisations working in the health and care system to improve care for patients and the public.

### What is the national data opt-out?

The National data opt-out is a service in England that allows people to opt out of their confidential patient information being used for research and planning. It does not apply to data used for individual care.

### How the NHS and care services use your information

Whenever you use a health or care service, such as attending Accident & Emergency or using Community Care services, important information about you is collected in a patient record for that service. Collecting this information helps to ensure you get the best possible care and treatment.

The information collected about you when you use these services can also be used and provided to other organisations for purposes beyond your individual care, for instance to help with:

- Improving the quality and standards of care provided
- Research into the development of new treatments
- Preventing illness and diseases
- Monitoring safety
- Planning services

This may only take place when there is a clear legal basis to use this information. All these uses help to provide better health and care for you, your family and future generations. Confidential patient information about your health and care is **only used** like this where allowed by law.

Most of the time, anonymised data is used for research and planning so that you cannot be identified in which case your confidential patient information isn't needed.

You have a choice about whether you want your confidential patient information to be used in this way. If you are happy with this use of information you do not need to do anything. If you do choose to opt out your confidential patient information will still be used to support your individual care.

To find out more or to register your choice to opt out, please visit [www.nhs.uk/your-nhs-data-matters](http://www.nhs.uk/your-nhs-data-matters). On this web page you will:

- See what is meant by confidential patient information
- Find examples of when confidential patient information is used for individual care and examples of when it is used for purposes beyond individual care
- Find out more about the benefits of sharing data
- Understand more about who uses the data
- Find out how your data is protected
- Be able to access the system to view, set or change your opt-out setting
- Find the contact telephone number if you want to know any more or to set/change your opt-out by phone
- See the situations where the opt-out will not apply

You can also find out more about how patient information is used at:

<https://www.hra.nhs.uk/information-about-patients/> (which covers health and care research); and

<https://understandingpatientdata.org.uk/what-you-need-know> (which covers how and why patient information is used, the safeguards and how decisions are made)

You can change your mind about your choice at any time.

Data being used or shared for purposes beyond individual care does not include your data being shared with insurance companies or used for marketing purposes and data would only be used in this way with your specific agreement.

Health and care organisations have until 2020 to put systems and processes in place so they can be compliant with the national data opt-out and apply your choice to any confidential patient information they use or share for purposes beyond your individual care. Smile Essential & Gamanlal Ltd are currently compliant with the national data opt-out policy

### **Who does this apply to?**

NHS patients only.

This does not apply to private patients.

### **Information held**

At Smile Essential we do not routinely hold NHS numbers for our patients.

This means that we are not affected by the opt- out service as the NHS number is used as the single identifier to register and to apply an individual's national data opt out.

### **Further information**

Should you require any further information please speak to the Practice Manager.