



Privacy

1. Who is responsible for managing my data?

Southlanedental.co.uk and all websites operated and/or created in relation to it are owned and maintained by:-

South Lane Dental Ltd (trading as "South Lane Dental")

whose registered office is at:-

3 South Lane, Clanfield PO8 0RB

and whose company registered number is:-

("we" or "us")

This is our Privacy Notice and it explains how we collect, use, share and protect your personal data. We are responsible for the collection and proper management of any personal information you submit. We will keep your personal details secure and use the information you provide consistently with applicable privacy and data protection laws and the terms of this Privacy Notice.

2. What information do we collect?

If you choose to arrange an appointment with us or make a query about arranging an appointment with us or in relation to the treatments, products and services we can provide we will collect the details that you give us in relation to that appointment or query.

The information we hold is likely to include your name, age, contact details, home address, date of birth, information about your appointment, treatment or query, medical, dental and health details relating to you, payment details and any additional information we may need to help meet your specific requirements.

We also collect website usage information and do this using "cookies". For further information about cookies and how we use them please see our Cookies Notice.

3. How do we use your information?

- The information you provide may be used in a number of ways, for example:
- to enable us to arrange or reschedule appointments with you;
- to enable us to contact you when required;
- to assess, consider, arrange, obtain and provide treatments to you;
- to assist in diagnosis and in the recommendation of treatments, products and procedures suitable for you;
- to provide any products and services you have ordered;
- to obtain products and services for you from suppliers;
- to refer you to other health practitioners for treatment;
- to enable us to provide related support services;
- for statistical purposes when we evaluate our range of services;
- to personalise repeat visits to our websites or inform you about relevant issues;
- to tell you about other treatments, products and services we think may be of interest to you (see below);
- as may be reasonably and lawfully required in emergencies;
- to manage patient queries; and
- to help us to provide details or information you may have requested.

4. On what legal basis will we process your information?

We will always process your personal information on lawful grounds and in particular on the grounds set out below:-



For Medical Purposes and Pursuant to a Contract with a Health Professional

We may process your dental, health, medical and other related records and details where necessary for the purposes of medical diagnosis, the provision of health care or treatment, the management of health care systems and services subject to UK law and/or pursuant to your contract with us as health professionals subject to all applicable conditions and safeguards.

Performance of a Contract

If you are purchasing services or products from us we will use the details that you give to arrange and provide those services or products to you. This information is likely to include your name, date of birth, contact details, payment details, information about your appointment, order details and any additional information we may need to help meet your specific requirements and to provide the services and/or products you have ordered.

If you do not provide us with the information set out in the above two paragraphs, then we may not be able to provide treatment or the products and services you have requested.

Legitimate Interest

We want to give you the best possible patient experience whilst respecting your privacy.

We may use your name and contact details to tell you about treatments, products and services which we think may be of interest to you. **You can ask us to stop doing so at any time.**

We may also use some of your personal information for statistical purposes when we evaluate our range of services.

We may share your email address with our technology providers including Google, Facebook and others (acting as data processors) for them to use on our behalf in connection with the creation of marketing and promotion for us.

They may use this to serve targeted advertising/content to you via their platforms. You can control what advertisements you receive via the privacy settings on the relevant platform. We also provide tracking opt-out links in our Cookie Policy.

Google and Facebook may also use socio-demographic information about you to identify other people like you, with similar interests to present our marketing to. This socio-demographic information is not used for any other purpose nor shared with any other party. No information about other individuals identified from these networks is shared with us at any time.

We may also share your contact details with our third party review administrator(s) who may contact you to ask for your comments on the accommodation and/or services that have been provided.

Data privacy law allows the above as part of our legitimate interest in understanding our patients and customers, marketing our services to them and helping us to provide them with the highest levels of care.

We may also make use of your personal data to the extent required to establish, exercise, protect, enforce or defend our legal rights and to take legal advice.

Consent

We may ask your consent to share your name and contact details with selected third parties so that they can tell you about their products and services.

If you specifically agree, we may also pass on your information, in certain cases, for the purposes of conducting a credit check.

At your specific request we may also send your records to another health, dental or medical practitioner, for example, where you transfer to another dental practice.

You can withdraw your consent at any time.



Legal Obligation and Compliance

We may also use, process and disclose your personal data for compliance purposes, as required by any legal, regulatory, law enforcement, professional or taxation authority and to the extent that we are required to do so by law or regulation.

5. Who will you share my information with?

In order to provide you with the treatments, products and services that we offer and/or which you have arranged we may share your information with:

- other members of our group of companies and their service providers (see also section 6 below);
 - providers of products and services you have ordered;
 - other dental/medical professionals and treatment providers;
 - credit/debit card companies; and
- other third parties who we may need to work with to deliver treatments, services or products or to fulfil orders on your behalf, for example couriers and other suppliers.

We may also use and disclose your personal data without your permission:-

- in connection with any legal proceedings or claims or prospective legal proceedings or claims,
 - to legal, judicial, regulatory, law enforcement, public health, governmental, professional and taxation authorities,
 - to prevent crime;
 - to take legal advice; and
- to establish, exercise, protect, enforce or defend our legal rights.

6. How do you manage my information?

We may from time to time appoint other members of our group of companies, or third party service providers, to help us manage efficient systems within the business. Some of these systems may for operational reasons be located in countries overseas including the USA.

We will only transfer your information to service providers who help manage our systems, or overseas, where we are satisfied that this is lawful and that adequate levels of protection are in place to protect the integrity and security of any information being processed and in compliance with applicable privacy laws.

If we transfer your personal data to service providers outside the United Kingdom then we will always use a lawful method to do so. In the case of transfers to other countries outside the European Economic Area then this will be an agreement in a legally approved form.

7. Updating Your Details?

If you would like to change any of your preferences relating to the way in which we may use your information for direct marketing, then please update your user preferences or send an email to reception@southlanedental.co.uk or contact us at

South Lane Dental
3 South Lane
Clanfield
PO8 0RB

8. How long will we hold your information for?

We have a system of retention periods in place to ensure that your information is only stored whilst it is required for the relevant purposes or to meet legal requirements. Where your information is no longer required, we will ensure it is disposed of or deleted in a secure manner.



9. Your rights

- You have the right to ask us at any time:-
 - to confirm whether we hold any of your personal data;
 - to send you a copy of any personal data that we hold about you;
 - to correct any inaccuracies in your personal data and to add relevant details where the personal data we hold is incomplete;
 - to delete (to the extent possible) any of your personal data, where we are required by law to do so;
 - to stop processing your personal data, where we are required by law to do so;
 - to let you have a portable copy of the personal data we hold about you, where we are required by law to do so;
 - to stop processing any of your personal data that we process on the basis of our legitimate interests; and
 - to stop sending you marketing material. However please note that we may -continue to send you service related (i.e. non-marketing) communications, such as email updates relating to your treatment.

Where we have reached a decision that affects you by processing your personal data automatically then you have the right to speak to someone to discuss that decision.

We do not use your personal data for the purpose of profiling.

Where we process your personal data on the basis that you have given us your consent to do so then you may contact us at any time to withdraw your consent

If you wish to exercise any of these rights, or wish to object to our use of your personal information, please write to us at the address given below.

Data Protection Co-ordinator

Sophie Pepperman-Hackett
Operations and Development Manager
South Lane Dental
3 South Lane
Clanfield
PO8 0RB
United Kingdom
Or by email to: reception@southlanedental.co.uk

10. Does the notice apply to linked websites?

Our website(s) may contain links to other websites. This privacy notice only applies to this website so when you link to other websites you should read their own privacy policies.

11. When do you monitor telephone calls?

We may from time to time record telephone calls you have with members or our staff for training purposes and to improve the quality of our service.

12. How do we update this privacy notice?

We keep our privacy notice under regular review and we will place any updates on our webpage.

13. Who can I contact if I have queries about this privacy notice.

You can contact us directly if you have any questions about our privacy notice or information we hold about you.

Please write to us at the address given below.

Data Protection Co-ordinator



Sophie Pepperman-Hackett
Operations and Development Manager
South Lane Dental
3 South Lane
Clanfield
PO8 0RB
United Kingdom.

Or by email to: reception@southlanedental.co.uk

Or call on: 02392 596444

If you are dissatisfied with our handling of any query or complaint you also have the right to raise concerns with The UK Information Commissioner: <https://ico.org.uk>