



Personal Information We Collect

We collect information from you when you subscribe to our newsletters and email services, such as Name, Email, Address, Telephone & mobile number. This information helps us provide the most relevant email content. When you use our website we collect information about how you use the site through cookies. This helps us to make our website easier to use and the content more useful.

Cookies and Analytics

We use cookies and analytics technologies to gather usage and performance information about our web pages. This information helps us analyse our website usage and how web pages are performing.

Using Your Personal Information

By using our enquiry forms you are consenting for us to contact you with regards to our services. Using the website and cookies will show us how to make the website better.

Disclosures

We won't sell or rent information about you. Our employees, suppliers and subcontractors will only be able to access information about you if and when it is part of their job and only for the purposes set out in this privacy policy.

Security of Your Personal Information

We will store all your personal information you provide on our secure servers. Because the internet and email are never fully secure, please be careful with the information you share with us. And please, if you find a flaw or think we can improve what we do, please let us know.

Once we have received your information, we will use strict procedures and security features to reduce the risk of unauthorised access.

If you wish to make a Subject Access Request regarding your personal data, please contact your local practice directly.

Email Policy

We send emails to customers and those people who have signed-up. You control what mailings you receive and can unsubscribe from marketing at any time. Customers will of course still receive important information, alerts and notices relating to their dental care.

Dental Care Group maintains a strict opt-in only policy in regard to its email communications. We only send email to individuals who have requested that these mailings be sent to them, or as part of an ongoing relationship we have with an individual or business.

Your right to control what mailings, if any, you receive from Dental Care Group is important to us. The information below will assist you in understanding the different mailing options you have, and how you can notify us of changes in the mailings you wish to receive or to unsubscribe in general.

If you believe you have received unwanted, unsolicited email sent via this system or purporting to be sent via this system, please forward a copy of that email with your comments to enquiries@dentalcaregroup.org for review.

Policy Amendments

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes. We may also notify you of changes to our privacy policy by email.

Access to Dental Records

You have the right to see any notes in your file. You are also entitled to see any data held on your file on the computer system under the terms of the Data Protection Act. Any request must be made by writing to the Practice Manager, or by filling in our Records Request Form. The process may take up to a calendar month.

Confidentiality

All personal information discussed with the Dentists and other practice staff will be treated in strictest confidence. Only members of the team have access to patient details. All of our patient records are securely stored. All staff have received training in the handling of confidential information, and our written and computer records are compliant with the General Data Protection Regulations. Information will not be disclosed to other parties not involved in the patient's care without the patient's specific permission in writing.

Third-party Websites

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

Updating Information

Please let us know if the personal information which we hold about you needs to be corrected or updated.

Model Publication Scheme

A guide to information provided by NHS dentists under the Model Publication Scheme, can be found <http://ico.org.uk>.

Contact

If you have any questions about this privacy policy or our treatment of your personal information, please write to us by e-mail to enquiries@dentalcaregroup.org

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