



Privacy Notice

The Dental Hub, hereafter referred to as “the organisation”, “us”, “we” or “our”, is committed to ensuring the security of personal data held by the organisation. The Dental Hub complies with the Data Protection Act (2018) and General Data Protection Regulation (GDPR) 2018. This means that we will ensure that your information is processed fairly and lawfully.

What personal information do we need to hold?

- Your past and current medical and dental condition; personal details such as your age, address, telephone number and your general medical practitioner;
- We may need to request details of your NHS number and entitlement to healthcare treatment;
- We may need to request details of your exemption status;
- Radiographs, clinical photographs and study models;
- Information about the treatment that we have provided or proposed and its cost;
- Notes of conversations or incidents that might occur for which a record needs to be kept;
- Records of consent to treatment;
- Records of correspondence relating to your care between the practice and other health care professionals, for example in the hospital or community services;
- Records of your bank account details for the management of Direct Debit payments for our Dental Plan products.

Where we obtain your information from

In most cases, we collect your personal information directly from you. However, we may also receive information from:

- Other healthcare professionals involved in your care (such as your GP or hospital services);
- NHS bodies or referral services;
- Insurance providers or dental plan administrators where relevant.

Why do we hold this information?

We process your personal data for the following purposes:

- To provide safe, appropriate and effective dental care;
- To manage your dental treatment, including appointments, referrals and follow-up care;
- To administer NHS and private dental services;
- To process payments, including Dental Plan arrangements and patient finance;
- To manage accounts, including outstanding balances and debt recovery where necessary;
- To comply with legal and regulatory obligations, including healthcare and financial regulations;
- To maintain accurate records for clinical governance and patient safety;
- To respond to enquiries, complaints or claims.

Retaining information

We retain your dental records, x- rays and study models for at least ten years or until age 25, whichever is the longer. A patient's record should be complete and accurate to ensure you receive appropriate care. You can question the content of your records, but not on the basis that it is upsetting or that you disagree with it. Factual errors can be corrected but it must be immediately obvious what has been changed, who made the amendment and the time and date it was changed.

In addition to clinical records, we retain other personal information (such as financial records, correspondence and complaints) for as long as necessary to fulfil the purposes outlined above, including satisfying legal, accounting or reporting requirements. Retention periods are determined based on regulatory guidance, contractual obligations and the nature of the information.

What about my right to opt out?

In order to provide safe and appropriate dental care, we are required to create and maintain accurate clinical records. If you choose not to provide the necessary personal information, we may not be able to provide treatment safely or in accordance with our legal and professional obligations.

Automated decision-making

We do not carry out automated decision-making or profiling using your personal data.

Security

Your information is held in the organisation's computer system and/or in a secure manual filing system. The information is only accessible to authorised personnel. Personal information will not be removed from the organisation without your authorised consent.

Your personal information is carefully protected by the staff within the organisation. All access to information is held securely and can only be accessed by passwords that are regularly changed. Data is encrypted and computer terminals are closed if unattended.

Transfers of data outside the UK

We do not routinely transfer your personal data outside the United Kingdom.

Where it is necessary to use service providers based outside the UK, we will ensure that appropriate safeguards are in place to protect your personal data. These safeguards may include the use of contracts approved by UK authorities and ensuring that the recipient country provides an adequate level of data protection.

Who we share your information with

To provide proper and safe dental care, we may need to disclose your information to:

- Your general medical practitioner;
- Hospital or community dental services;
- Other health professionals caring for you;
- A dental laboratory if your dental work involves anything not made on the premises;
- Professional indemnity or defence organisations, in the event of a complaint or claim (where possible, information shared for these purposes will be minimised and anonymised).

To administer payment for NHS dental care or other financial products available from the organisation, we may also need to disclose your information to:

- NHS payment authorities;
- The Inland Revenue;
- The Benefits Agency, where you are claiming exemption or remission from NHS charges;
- Private dental schemes of which you are a member;
- Bottomline Payment Services Ltd who process direct debit collections on behalf of the organisation for Dental Plans provided at our Harrogate and York locations;
- Lloyd & White Group Ltd who administer Dental Plans for our Wetherby location;
- Tabeo Ltd/Tabeo Broker Ltd who provide patient finance on behalf of the organisation;
- Debt Collection Services UK Ltd who collect bad debts on behalf of the organisation.

Disclosure will take place on a 'need-to-know' basis. Only those individuals/organisations who need information to provide your care or for the proper administration of financial services (whose personnel are covered by strict confidentiality rules) will receive your data. Only information that the recipient needs to know will be disclosed.

In very limited circumstances or when required by law or a court order, personal data may have to be disclosed to a third party not connected with your health care. In all other situations, disclosure that is not covered by this Code of Practice will only occur when we have your specific consent. Where possible you will be informed of these requests for disclosure.

Where it is not possible to name every recipient individually, we have described the categories of organisations that may receive your data.

Your rights

Under data protection law, you have the right to:

- Request access to the personal data we hold about you;
- Request correction (rectification) of inaccurate or incomplete data;
- Request the erasure of your personal data in certain circumstances;
- Request the restriction of processing of your personal data;
- Object to the processing of your personal data where applicable.

Please note that some of these rights may be limited where we are required to retain information to comply with legal or regulatory obligations, or where it is necessary for your ongoing care. To exercise any of these rights, please contact your usual practice.

Concerns or complaints

If you have any concerns about how we use your personal information, please contact your usual practice in the first instance. We will do our best to resolve your concern promptly and transparently.

Harrogate

Tel: 01423 298002

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Knaresborough

Tel: 01423 601006

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Wetherby

Tel: 01937 583502

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York

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york@thedentalhub.com

You have the right to lodge a complaint at any time with the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues. You can contact the ICO via their website: <https://www.ico.org.uk> or by telephone on 0303 123 1113.

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