



## Personal information

In providing you with our services, Charles Landau Dentistry may handle your personal information. Personal information is information about you from which you can be identified, such as your name and contact details. Depending on what services you receive from us, this may include sensitive personal information such as medical information.

By providing your data and/or information, or by using the Charles Landau Dentistry website or other online or digital platforms, you consent to the use of your data and information as described or referred to in this privacy notice. If we make a change to any of the ways in which we process personal information, we will update this web page with an updated date displayed at the top of this page, so please check back regularly for updates.

## Confidential and Medical information

The confidentiality of your personal information is of paramount concern to Charles Landau Dentistry and we comply with UK data protection law and all the applicable medical confidentiality guidelines issued by professional bodies such as the General Dental Council and the British Dental Association.

Your confidential medical information will only be disclosed to those involved with your treatment or care, or in accordance with UK law and guidelines from professional bodies, or for the purposes of clinical audit (unless you object). If you receive services from Charles Landau Dentistry and that service transfers to a new provider, we may share your personal and confidential medical information with the new provider.

## Securing information

We are committed to keeping your personal information secure. We have put in place physical, electronic and operational procedures intended to safeguard and secure the information we collect. All our staff have a legal duty to respect the confidentiality of your information, and access to your confidential information is restricted only to those who have a reasonable need to access it.

When using a Charles Landau Dentistry website, if the URL of a web page starts with HTTPS, or you see a locked/green padlock symbol, your data should be encrypted when it is sent from your computer to our server. However, we cannot ensure the security of your data when it is being transmitted to our website or other digital sites from other pages. All transmission of personal information and other data is done at your own risk.

Information submitted to Charles Landau Dentistry through a website is normally unprotected until it reaches us. In addition, users are also requested not to send confidential details or credit card numbers, for example, by email.

## Information we may hold about you

The information we hold about you may include the following:

- basic details such as name, address, contact details and next of kin
- details of contact we have had with you
- details of services you have received
- patient experience feedback and treatment outcome information, you provide
- information about complaints and incidents
- notes and reports about your health and any treatment and care you have received or need

## When we collect your information

Information about you is collected when:

- you use our services
- you submit a query to us, for example by email, telephone or social media.
- you participate in any marketing activity
- We may also collect personal information about you from other people when:
  - we liaise with your family, employer, health professional or other treatment or benefit provider. We may only share information in this way where you have provided your consent or in circumstances where you are incapable of giving consent, or we are unable or it is not reasonable to seek your permission, or we are required to by law or in accordance with guidance from professional bodies
- you use a third-party application to provide information to one of our mobile applications or websites.

## Using your information

We use your personal information to provide you with our services, and to improve and extend our services. This may include:

- responding to your queries
- supporting your medical treatment or care and other benefits
- internal record keeping and administration
- responding to requests where we have a legal or regulatory obligation to do so
- checking the accuracy of information about you, and the quality of your treatment or care, including auditing medical and billing information
- supporting your nurse, carer or other healthcare professional
- assessing the type and quality of care you have received and any concerns or complaints you raise, so that these can be properly investigated
- using your contact information to send you service related information
- using your contact information to give you an opportunity to complete a customer satisfaction survey

## Sharing information

We do not share your personal information with anyone outside of the practice to use for their own purposes, except:

- when we have your permission
- when we are permitted or obliged to do so by law. For example, we are required to provide information to organisations such as the National Registries (e.g. The Cancer Registry) and to notify the government of certain infectious diseases such as TB and meningitis (but not HIV/Aids)
- if we are under a duty to disclose or share personal data in order to enforce or apply our terms of use (of our website or any part of it) or terms and conditions of supply of any relevant products or services and other agreements
- to protect the rights, property, or safety of Charles Landau Dentistry, our customers, or others
- in order to detect, prevent and help with the prosecution of financial crime. For example, we may share information with fraud prevention or law enforcement agencies, and other organisations.
- if there are other exceptional circumstances, and we are unable or it is not appropriate to seek your permission.

## Keeping information

We will only keep your personal information for as long as is necessary and in accordance with UK law.

## Accessing information

If you have any data protection queries, please contact Charles Landau Dentistry:

- **Email:** [info@charleslandau.co.uk](mailto:info@charleslandau.co.uk)
- **Write:** 6 Prebend Street, Islington, London N1 8PT

You should also contact us to request a copy of the personal information we hold about you and to ask us to correct or remove (where justified) any inaccurate information. We may charge a small amount for providing you with a copy of your personal information. We may also ask you to provide additional documentation to confirm your identity or, if you are seeking to access personal information of another individual, proof of their consent or your legal right to receive their personal information.

## Updating this privacy policy

We review and update this notice regularly.