



General Data Protection Regulation (GDPR)

WHAT IS GDPR?

The General Data Protection Regulation is a new law which determines how your personal data is processed, kept safe and the legal rights that you have in relation to your own data. The Regulation applies from the 25th May 2018. This leaflet briefly explains why we collect information about you and how that information may be used.

WHAT IS PERSONAL DATA?

Personal data is information that relates to a single person, such as his/her name, age, medical history, diagnoses, etc.

WHAT IS CONSENT?

The changes to the General Data Protection Regulation mean that we must get explicit permission from an individual when using their data. This is to protect your right to privacy and we may ask you to provide consent to do certain things, such as contact you or record certain information about you in your clinical record. You have the right to withdraw your consent at any time.

We will store this personal information and then pass it and the advice you've been given to a healthcare professional. By agreeing to be referred to a healthcare professional you consent to the sharing of your personal information in a way which respects the Common Law Duty of Confidentiality.

HOW WE USE YOUR PERSONAL DATA

As health care professionals who provide you with care maintain records about your health and any treatment or care you have received previously. These records help to provide you with the best possible healthcare. All records are held in electronic or manual (written down) format and may include the following information:

- Details about you, such as address and next of kin
- Any contact the service has had with you, such as appointments or visits
- Notes and reports about your health
- Details about your treatment and care
- Relevant information from other health professionals such as NHS 111 and out of hours dental practices

To ensure you receive the best possible care your records are used to facilitate the care we provide for you. Information may be used for clinical audit to monitor the quality of the



service provided, or used for statistical purposes. Where we do this, we take strict measures to ensure individual patients cannot be identified.

The service uses text messaging to send patients reminders about their appointment. We will never send urgent communications of personal medical information via these methods.

The staff working for Smile Dental triage record information about you and your health so that you can receive the right care and treatment. We need to record this information, together with the details of the care you receive, so that it is available each time we see you.

The information recorded about you may be used for reasons other than your personal care, for example, to help to help train staff and or monitor the quality of service provided.

Everyone working for the NHS has a legal duty to keep information about you confidential.

We might ask you to complete a survey when you've finished using the service. This will include some information about how you used 111 and what outcome you got. With your permission only, we may link your survey responses to the information you entered in the website. This information helps us improve the service for future users.

Should you have any concerns about how your information is managed please contact us on admin.smile@nhs.net to discuss how the disclosure of your personal information can be limited.

WE WILL ENDEAVOUR TO ENSURE THAT YOUR DATA IS:

- Processed lawfully, fairly and transparently
- Only collected for specific, explicit and legitimate purposes
- Is limited to what is necessary for the purposes for which it is processed
- Is accurate and kept up to date
- Is held securely
- Is only retained for as long as is necessary for the reason it was collected

HOW DO WE MAINTAIN THE CONFIDENTIALITY OF YOUR RECORDS?

Every member of staff who works for or received information from an NHS organisation has a legal obligation to keep information about you confidential. We maintain our duty of confidentiality to you at all times. We will only ever use or pass on information about you if others involved in your care have a genuine need for it. We will not disclose your information to any third party without your permission unless there are exceptional circumstances or where the law requires us to do so.

We may also have to share your information (subject to strict agreements on how it will be used) with other NHS approved Partner organisations.



Data sharing

Providing care

We will pass your answers and personal details to the healthcare service you have selected if you (or the person you are contacting us about), choose to be referred.

That healthcare service may then go on to share your data with other healthcare providers. They will follow their own policies and the Data Protection Act 1998 if so.

By agreeing to be referred to another healthcare provider you are also agreeing that your data can be forwarded to them so they can provide care. If you're contacting us on behalf of someone else you should make sure that person has agreed their data can be shared in this way.

HOW TO ACCESS YOUR INFORMATION

You have a right under the Data Protection Act 1988 to access/view what information the Service holds about you, and to have it amended or removed should it be inaccurate. This is known as a Subject Access Request. If you would like to make a Subject Access Request, please refer to our leaflet on How to Access your Health Records, which is available on our website and available on request.

If you would like any further details on how we use your information, or if you do not want us to use your information in this way, please contact us on smile.admin@nhs.net.

Your rights

You can

- find out what information we hold about you, ask us to correct it if it's wrong, or delete it by emailing smile.admin@nhs.net
- contact your GP practice if you don't want your personal confidential information to be shared outside NHS