PENNINE DENTAL

Privacy Policy for Patients

Pennine Dental — Patient Privacy Notice

Last updated: June 2026.

1. Introduction

Pennine Dental is committed to protecting the privacy and confidentiality of our patients' personal information. This privacy policy explains how we collect, use, store and share personal information about patients in accordance with the UK General Data Protection Regulation, the Data Protection Act 2018, professional dental obligations and our duty of confidentiality.

2. Who We Are

For the purposes of data protection law, Pennine Dental is the data controller for the personal information we hold about our patients. This means we are responsible for deciding how and why your personal information is used and for ensuring it is handled lawfully, fairly and securely.

3. Information We Collect

- Contact details, such as your name, address, telephone number and email address.
- Date of birth, NHS number where applicable, and other identifiers needed to manage your care.
- Dental and medical history, including treatment notes, examination findings, radiographs, photographs, prescriptions, allergies, referrals and consent records.
- Appointment information, communications with you and feedback or complaints.
- Payment, insurance or funding information where relevant.
- Information provided by other healthcare professionals, dental laboratories, NHS bodies or referral services.

4. How We Use Your Information

- To provide dental care, treatment planning, prevention advice and ongoing clinical management.
- To manage appointments, reminders, recalls, referrals and follow-up communications.
- To keep accurate clinical and administrative records.

- To process payments, claims, NHS treatment information or insurance administration where applicable.
- To meet legal, regulatory, safeguarding, professional and quality assurance obligations.
- To investigate and respond to questions, complaints, incidents or legal claims.
- To improve our services, train our team and audit the quality and safety of care.

5. Lawful Basis for Using Your Information

We use your personal information only where we have a lawful basis to do so. This may include providing healthcare, fulfilling a contract for private treatment, complying with legal obligations, performing tasks in the public interest where NHS services are provided, protecting vital interests, and pursuing legitimate interests such as service administration and security. Health information is treated as special category data and is used only where an additional legal condition applies, such as the provision of health or social care, management of healthcare services, or where required by law.

6. Sharing Your Information

We may share relevant information where necessary and lawful with other dental or healthcare professionals involved in your care, dental laboratories, referral centres, NHS bodies, payment providers, insurers, regulators, safeguarding authorities, professional advisers, IT and practice management system providers, and organisations that help us operate the practice securely. We will only share the minimum information necessary and will ensure appropriate confidentiality and data protection safeguards are in place.

7. Keeping Your Information Secure

We use appropriate technical and organisational measures to protect your information against unauthorised access, loss, misuse or disclosure. These measures may include restricted access to records, secure systems, staff confidentiality training, password protection, secure backups, physical security for paper records and procedures for managing data protection incidents.

8. How Long We Keep Your Information

We keep patient records for as long as necessary to provide care, meet professional and legal requirements, handle complaints or claims, and comply with record-retention guidance. Typical retention periods may vary depending on whether the record relates to an adult, a child, NHS treatment, private treatment, financial information or another category of record. When information is no longer required, it will be securely destroyed or deleted.

9. Your Rights

You have rights in relation to your personal information. These may include the right to request access to your records, ask for inaccurate information to be corrected, request erasure in limited circumstances, restrict or object to certain processing, request data portability where applicable, and withdraw consent where consent is used as the lawful basis. Some rights may be limited where we must keep information for legal, clinical or regulatory reasons.

10. Communication Preferences and Marketing

We may contact you about appointments, recalls, treatment-related matters and important service information. We will only send direct marketing communications where permitted by law and, where required, with your consent. You can update your communication preferences at any time by contacting the practice.

11. Children and Patients Lacking Capacity

Where patients are children or may not be able to make decisions about their information, we will handle personal information in accordance with applicable law, professional guidance, safeguarding duties and the patient's best interests. We may communicate with parents, guardians, carers or representatives where appropriate and lawful.

12. Complaints and Contact Details

If you have any questions about this privacy policy or how we use your information, please Contact Name: Jan Shaw Our Address: Pennine Dental Salendine Shopping Centre, 144 Moor Hill Rd, Huddersfield HD3 3XA Our telephone: 01484 643775

If you are unhappy with how we handle your personal information, you can contact us so that we can try to resolve your concern. You also have the right to complain to the Information Commissioner's Office, the UK regulator for data protection.

13. Updates to This Policy

We may update this privacy policy from time to time to reflect changes in our services, legal requirements, professional guidance or how we handle patient information. The latest version will be available from the practice, and the "Last updated" date will show when it was most recently revised. Where we make significant changes that affect how your personal information is used, we will take reasonable steps to bring those changes to your attention.