



GDPR – Patient privacy policy

At North Street Dental and Implant Clinic, we are committed to protecting your personal data and respecting your privacy. This policy explains how we collect, use, and safeguard your information in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who we are

North Street Dental and Implant Clinic is the data controller responsible for your personal information.

2. What information we collect

We may collect and process the following information:

- Personal details (name, date of birth, address, contact details)
- Medical history and dental records
- Treatment plans and clinical notes
- Payment and billing information
- Correspondence (emails, phone calls, messages)

3. How we use your information

We use your information to:

- Provide safe and effective dental care
- Maintain accurate medical records
- Communicate with you about appointments and treatment
- Process payments and manage accounts
- Meet legal and regulatory obligations

4. Lawful basis for processing

We process your personal data under the following lawful bases:

- **Medical purposes:** Provision of healthcare and treatment
- **Legal obligation:** Compliance with healthcare regulations
- **Legitimate interests:** Managing our practice and services
- **Consent:** For certain communications, such as marketing

5. How we store and protect your data

Your information is stored securely, whether in electronic or paper form.

We take appropriate measures to protect your data from unauthorised access, loss, or misuse.



6. Sharing your information

We will only share the minimum necessary information and ensure it is handled securely. We may share your data with:

- Other healthcare professionals involved in your care
- Dental laboratories
- Regulatory bodies (if required)
- Payment processors or insurers

7. How long we keep your data

We retain dental records in line with NHS and professional guidelines (typically up to 11 years for adults, or longer for children).

8. Your rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion (where appropriate)
- Restrict or object to processing
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner's Office (ICO)

9. Contact us

If you have any questions about this privacy policy or how your data is handled, or if you wish to exercise your rights, please contact us:

Email: info@thenorthstreetclinic.co.uk
Telephone: 01243 372643
Writing: North Street Dental and Implant Clinic, 29 North Street, Emsworth, PO10 7DA

10. Communications

You can choose how we contact you. If you wish to stop receiving emails, calls, texts, or post, please contact us using the details above.

11. Changes to this policy

We may update this privacy policy from time to time. The latest version will always be available at the practice.