

## **PRIVACY NOTICE – BRIDGE DENTAL CLINIC LIMITED (“the Company”)**

### **Protecting your privacy**

In certain circumstances, the Company may control and process your personal data. The Company is committed to protecting the privacy and security of our patients/customers and website visitors. If you have any questions about how the Company protects your privacy, please contact the Company on the details below.

### **Personal data**

The Company controls and/or processes your personal data, including, but not limited to, the following personal data/categories of personal data:-

- Name and contact information (including address, e-mail address, contact telephone numbers). This information is a requirement for us to provide services to you. The Company may use this information to contact you in relation to the services it provides, or to provide information about products or services that may interest you (if you have provided your consent).
- Date of birth, age, gender, social insurance number, other patient numbers. The Company may require proof that you are over the age of 18, and if will ask for such proof if it is necessary to do so.
- Payment information. To place an order or engage services, you will be required to provide the Company with your payment information. The Company may utilise the services of a 3rd party provider (such as Globalpay or Paypal) to handle all payments and refunds.
- Contact history. When you contact us, for example by email or telephone (including mobile telephone), we retain details of our communications. We may use this data to provide you with service and support. We may also use this data to train our staff.
- Information from your computer or device. When you browse the Company’s website, information is sent to the Company which includes your IP address, what pages you have visited, your device type and internet browser details. Your IP address may give information about your location. This data is used for analytical information to help us improve the Company’s website, and so service levels can be monitored and maintained or improved. The information we store can also be used to help prevent fraud.

The Company will only collect, process, use, share and store your personal information where satisfied that there is an appropriate legal basis to do this. This may be because:

- Your personal information is needed to perform a contract or take steps to enter into a contract with you.
- The Company needs to use your personal information for its legitimate interest as a commercial organisation.
- The Company needs to use your personal information to comply with a relevant legal or regulatory obligation.
- You have consented to the Company using your personal information for a particular activity.

### **Special category personal data**

The Company controls and/or processes special category personal data, principally data relating to your health (including details of your dental and medical history, radiographs and other clinical photographs and records, information about the treatment provided or propose to provide and its cost, notes of conversations/incidents that might occur for which a record needs to be kept, records of consent to treatment, any correspondence relating to you with other health care professionals, for example your doctor. The lawful bases for processing special category data are that:- (i) it is necessary for a health and social care purpose (the purposes of preventative medicine, medical diagnosis, the provision of health or social care or treatment or management of health or social care systems and services) and is undertaken

by a health professional (or a person who in the circumstances owes a duty of confidentiality equivalent to that that would arise if the person was a health care professional); (ii) it is necessary to comply with the Company's legal obligations, (iii) you explicitly consent to the processing of the data by engaging the Company to provide services.

## **Sharing your information**

The Company does not, and will not, sell any of your personal data to any third party. However, as an essential part of the services provided, the Company may share your data, including special category personal data with other parties, including to other dental practitioners/technicians, doctors, health care professionals (including laboratories), the General Dental Council (or similar regulatory body) or insurers/brokers in connection with private insurance. The Company may also share your data in connection with a sale (or possible sale) of the Company or its book of business.

The Company may also share your data, including special category personal data, where required to do so by law.

## **Mailing lists**

On subscribing to the Company's mailing list, the Company will send you information by email about products and services, and special offers that are available. You can contact the Company at any time and request to be removed from the mailing list. Removal from the mailing list is usually instant, however if an email is scheduled to be sent you might receive one more while your request is being processed.

If you unsubscribe from the mailing list, messages about your orders (such as confirmation emails) and other essential service communications will continue.

## **Automated processing**

Automated decision-making takes place when an electronic system uses personal information to make a decision without human intervention. The Company does not envisage that any decisions will be taken using automated means.

## **Your rights**

You have the following rights relating to your personal information:

- The right to be informed about how your personal information is being used
- The right to access the personal information we hold about you
- The right to request the correction of inaccurate personal information we hold about you.
- The right to request that the Company deletes your data, or stop processing it or collecting it, in some circumstances.
- The right to stop direct marketing messages, and to withdraw consent for other consent-based processing at any time.
- The right to request that the Company transfers or ports elements of your data either to you or another service provider.
- The right to complain to the data protection commissioner (and rights of appeal in this regard).

Further information can be obtained from the Office of the Data Protection Commissioner, at <https://dataici.gg/>.

If you want to exercise your rights, have a complaint, or just have questions, please contact the Company.

## **Changes to how we protect your privacy**

The Company reserves its right to make amendments to this notice from time to time. Please check for updates periodically.

## **Cookies**

The Company use cookies on its website. Cookies are small text files stored by your web browser and used to improve your web browsing experience. The Company utilises cookies to enable systems to provide important features as you browse on our site. The cookies do not store personal information such as name, address, telephone number or email address. Because cookies are used throughout the website, disabling them may prevent you from using certain parts of the site. The information these cookies collect will not personally identify you, and they cannot track your browsing activity on other websites.

## **Contact us**

If you have any questions about this notice or want to exercise any of your rights as set out above, please contact the Company at [reception@bridgedental.gg](mailto:reception@bridgedental.gg)

If you prefer to write to us, please address your letter to:

The BridgeDental Clinic Ltd, Nelson House, Southside, St Sampson, Guernsey GY2 4QH. For the attention of the Practice Manager.

