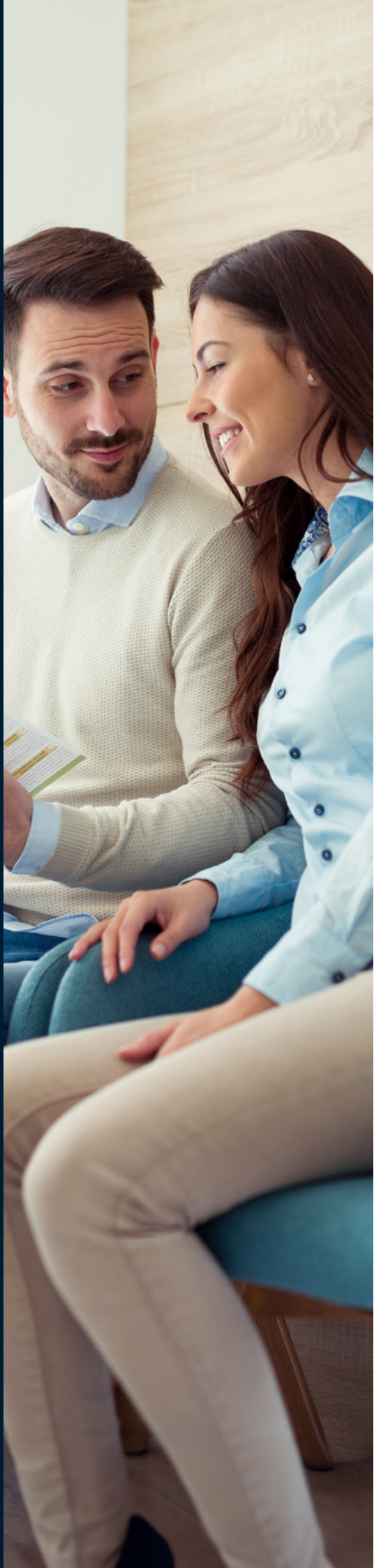
Patient privacy notice

portman dentex



Introduction

Portman Healthcare (Group) Limited and its subsidiaries, (collectively “we”, “our”, “us”, “the Company”, and “PortmanDentex” are committed to protecting the privacy and security of your personal information.

We collect and process personal data relating to patients. This privacy notice contains information about how we look after your personal data when we provide dental and medical care, your privacy rights and how the law protects you.



1.

Important information and who we are

1.1 The purpose of this document

Under data protection law, individuals have a right to be informed how we process personal data that we hold about them. We comply with this right by providing 'privacy notices' (sometimes called 'fair processing notices') to individuals where we process their personal data.

Portman Healthcare (Group) Limited is a "controller" in relation to personal data. This means that we are responsible for deciding how we hold and use personal information about you. You have been referred to this privacy notice because you are registering with us a patient). This privacy notice provides you with certain information that must be provided in accordance with the UK Data Protection Act 2018 including its applied GDPR provisions together referred to as Data Protection Legislation.

This privacy notice applies to current and former patients and advises how and why your personal data will be used and how long it will usually be retained for. This privacy notice does not form part of any contract with us to provide services to you.

If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact us using the details set out in paragraph 1.3 below.

1.2 Data protection principles

We will comply with Data Protection Legislation and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes
- Relevant to the purposes we have told you about and limited only to those purposes
- Accurate and kept up to date
- Kept only as long as necessary for the purposes we have told you about
- Kept securely

1.3 Contact details

Full name of legal entity:	Portman Healthcare (Group) Limited
Email address:	privacy@portmandental.co.uk
Registered office address:	Rosehill, New Barn Lane, Cheltenham GL52 3LZ

If you consider that our collection or use of personal information is unfair, misleading or inappropriate, or have any other concern/complaint about our data processing, please raise this with our data protection officer in the first instance by emailing: privacy@portmandental.co.uk

Our data protection officer is responsible for informing and advising us about our data protection law obligations and monitoring our compliance with these obligations.

You have the right to make a complaint at any time to a supervisory body for data protection issues. Please email us in the first instance, complaints@portmandental.co.uk as we would appreciate the chance to deal with your concerns before you approach a supervisory body.

The Information Commissioner's Office – England, Wales and Northern Ireland	0303 123 1113 Via a live chat Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF
The Information Commissioner's Office – Scotland	0303 123 1115 scotland@ico.org.uk Queen Elizabeth House, Sibbald Walk, Edinburgh EH8 8FT

1.4 Changes to the privacy notice and your duty to inform us of changes

We keep this privacy notice under regular review. This version was last updated in March 2025.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

2.

Personal data

2.1 The data we collect about you

Personal data means any information relating to an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

Personal data that we may collect, use, store, and share (where appropriate) about you includes, but is not limited to personal data and sensitive personal data collected in accordance with the "Vulnerable Customer Finance Policy" which has been implemented to ensure appropriate care and financial services for any patients identified as vulnerable.

The Vulnerable Customer Finance Policy triggers the collection of additional personal data and sensitive personal data necessary to provide tailored support, while adhering to the Data Protection Legislation.

Contact details

- Title, first name, surname, preferred name, address, post code, mobile number, alternate contact number, personal and work email addresses, GP contact details
- Characteristics information (such as gender, age and date of birth)
- National insurance number, NHS number, unique identification number
- Next of kin and their contact number, relationship to you and if they are a patient at the practice
- Occupation

Dental and health records

- Clinical records made by dentists and other dental professionals involved with your care and treatment
- Notes of conversations with you about your care
- Communication records with you such as letters and emails
- X-rays, clinical photographs, digital scans of your mouth and teeth, and study models
- Treatment plans and consent

- Correspondence from other health professionals or institutions involved in your care
- Medical and dental history
- Dates of your appointments and reminders
- Details of any complaints and/or feedback that you make and how these complaints were dealt with

Financial information

- Fees charged by us and the amounts you have paid
- Exemption details (NHS only)

Security Information

- CCTV images

Technical Data

Data about your use of a practice's website:

- Internet Protocol (IP) address
- Login data
- Details about your browser
- Length of visit to pages on a website
- Page views and navigation paths
- Details about the number of times you use a website
- Time zone settings on the devices a patient uses to access a website, social media channels and patient portal
- Third party cookies which monitor activity throughout a website using third-party providers. Please note that you can always set your browser to only accept essential cookies

Vulnerable Customer Finance information

- Data collected under the Vulnerable Customer Finance Policy: this includes information pertinent to patients identified as vulnerable, such as mental health conditions or disabilities affecting financial management, collected to ensure access to appropriate services

2.2 How your personal data is collected

We collect personal information about you from the following sources:

- You – when you enquire about our care and service; join a dental practice; register online; complete a registration or medical history form
- Another practitioner when they refer you for treatment at one of our practices. Occasionally patients are referred to us from other official sources such as NHS clinics or hospitals
- From another practice if it joins us
- Direct conversations, correspondence and interactions with patients or family members, assessments by professionals involved in your care in accordance with the Vulnerable Customer Finance Policy
- Data provided by financial institutions working in partnership in accordance with the Vulnerable Customer Finance Policy.

2.3 How we use your personal data

We need all the categories of information in 2.1 above primarily to allow us to perform our contract with you [*] and to enable us to comply with legal obligations [**]. In some cases, we may use your personal information to pursue legitimate interests [***], provided your interests and fundamental rights do not override those interests.

To enable compliance with legal obligations, data collected under the Vulnerable Customer Finance Policy is used to tailor our financial services and support mechanisms, ensuring the needs of vulnerable patients are adequately addressed while complying with applicable data protection norms.

The situations in which we will process your personal information are listed below. We have indicated by asterisks the purpose or purposes for which we are processing or will process your personal data. Where a legitimate interest is involved, we state what the legitimate interest is.

We will only use your personal data when the law allows us to. Most commonly, we will use the personal information we collect about you to:

- Maintain clinical records and provide dental treatment, prevention and oral health advice [*] and [**]
- Refer you to other dentists or doctors and health professionals as required [***]
- Carry out financial transactions and for debt recovery [***]
- Send information to the General Dental Council or other authority as required by law [**]
- Communicate with you [***]:
    - establish your preference for how we contact you about your dental care
    - appointment reminders, treatment plans and estimates, changes to dental appointments and provision of dental care at your practice
    - with your next of kin in an emergency
    - to inform you of products and services available at our practices
    - conduct patient surveys or to find out if patients are happy with the treatment received in order to continually improve the care and service a patient receives from us for quality control purposes
- Where we request your consent to the collection, processing and transfer of your personal data for a specific purpose e.g. to receive notifications, newsletters, surveys or marketing, you have the right to withdraw consent for that specific processing at any time. To withdraw your consent, you should contact the practice manager in writing. Once we receive your notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes that you originally agreed to
- Analyze and understand the effectiveness of our marketing activities [***]
- Ensure your safety when you visit a dental practice where there is CCTV [***]
- Undertake dental research or dental education. We will discuss this with you and seek your consent. Depending on the purpose and if possible, we will anonymise your information. If this is not possible we will inform you and discuss your options [***]

Some of the above grounds for processing will overlap and there may be several grounds which justify our use of your personal information. If you fail to provide certain information when requested, we may not be able to perform the contract we have entered into with you, or we may be prevented from complying with our legal obligations.

We will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

2.4 How we use particularly sensitive personal information

"Special categories" of particularly sensitive personal information, such as information about your health, racial or ethnic origin, require higher levels of protection. We need to have further justification for collecting, storing and using this type of personal information. We have in place an appropriate policy document and safeguards which we are required by law to maintain when processing such data.
We may process special categories of personal information in the following circumstances:

- In limited circumstances, with your explicit written consent
- Where we need to carry out our legal obligations or exercise rights in connection with employment
- Where it is needed in the public interest
- Where deemed necessary by us in accordance with the Vulnerable Customer Finance Policy.

Less commonly, we may process this type of information where it is needed in relation to legal claims or where it is needed to protect your interests (or someone else's interests) and you are not capable of giving your consent, or where you have already made the information public.

3.

Personal data sharing

Your information is normally used only by those working at your dental practice but there may be instances where we need to share it, for example, with the third parties below. This list is not exhaustive:

- Your doctor
- Your hospital or community dental services or other health professionals caring for you
- Specialist dental or medical services to which you may be referred
- Former healthcare associates/partners (e.g. Dentists, dental hygienists etc.) as they have an ongoing responsibility for work provided under their care.
- Dental laboratories
- NHS payment authorities
- Dental payment plan administrators
- The Department for Work and Pensions and its agencies, where you are claiming exemption or remission from NHS charges
- Private dental schemes of which you are a member
- NHSBSA – NHS Business Services Authority
- Regulatory authorities such as the General Dental Council, the Care Quality Commission, the Regulatory and Quality Improvement Authority, Heath Improvement Scotland, Healthcare Inspectorate Wales
- NHS Heath Boards
- Debt collection companies
- Police, fraud prevention agencies, your insurance company - where it is considered to be in your best interest or if we have reason to believe an individual may be at risk of harm or abuse
- We may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of our business. Any personal data that you have provided will, where it is relevant to any part of our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Notice, be permitted to use that data only for the same purposes for which it was originally collected by us. In the event that any of your data is to be transferred in such a manner, you will not be contacted in advance and informed of the changes

- To third parties to deliver the following services:
    - Managing new enquiries from our websites
    - Contacting you to check if you wish to remain a patient
    - Sending reminders for your dental appointments
    - Processing on-line booking appointments
    - Collecting feedback from you
    - Managing email communications to you
    - Providing troubleshooting and support services for our various IT systems

In certain circumstances or if required by law, we may need to disclose your information to a third party not connected with your health care, including HMRC or other law enforcement or government agencies.

We will only disclose your information on a need-to-know basis and will limit any information that we share to the minimum necessary.

We also have third party agreements in place to protect your information. We do not allow our third-party service providers to use your personal data for their own purposes. Third parties are only permitted to process your personal data for specified purposes and in accordance with our instructions. We require all third parties to respect the security of your personal data and to treat it in accordance with the law. They will not share your personal information with any organisation apart from us or further sub-processors who must comply with our Data Processor Agreement.

3.1 Transferring information outside the UK

We may transfer the personal information we collect about you to countries outside the UK in order to perform our contract with you. Where it is necessary to do so, we will ensure that appropriate safeguards are in place to ensure the protection of your personal data.

4.

Automated decision-making

All individuals who have personal data held about them have a right to object to their personal data being subjected to automated decision making. Patients will always be asked to give specific, informed, verifiable, opt in consent for any processes involving automated decision making.

5.

National opt out policy

All individuals who have personal data held about them have a right to object to their personal data being subjected to automated decision making. Patients will always be asked to give specific, informed, verifiable, opt in consent for any processes involving automated decision making.

Whenever a patient uses NHS dental care provided by us, personal information is collected and stored on a patient's record to ensure that they receive the best and most appropriate care and treatment. The information collected can also be used by and provided to other organisations for purposes beyond a patient's individual care, for example, to provide better health and care for them, their family and future generations by:

- Improving the quality and standards of care provided
- Research into the development of new treatments
- Preventing illness and diseases
- Monitoring safety
- Planning services

Information about your health and care is confidential and can only be used where allowed by law. Mostly, information used for research and planning is anonymised so that a patient cannot be identified and your confidentiality is maintained. You can choose whether you want your confidential information to be used in this way. If you are happy with this use of your information, you do not need to do anything.

If you wish to opt-you're your confidential information will be used only to support your individual care.

You can register your choice and find out more at nhs.uk/your-nhs-data-matters. You can change your choice at any time.

6.

Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those colleagues, agents, contractors and other third parties who have a legitimate business reason to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable supervisory body of a suspected breach where we are legally required to do so. All our third-party service providers are required to take appropriate security measures to protect your personal information in line with our policies.

7.

Data retention

We retain patient clinical records including orthodontic study models in line with the British Dental Association's recommended retention timeframes which are based on various limitation periods for bringing legal claims for personal injury, clinical negligence or breach of contract. These recommended retention periods are reiterated in NHS England's Records Management Code of Practice.. For adult patients the retention timeframe is 11 years after the last attended appointment and for child patients we retain their personal data until they are aged 25 or for eleven years after their last attended appointment, whichever is the longer.

8.

Your legal rights

Under certain circumstances, by law you have the right to:

- **Be informed** about the collection and use of your personal data. A privacy notice will be provided to you at the time your personal data is collected and will explain simply and clearly how and why we intend to process your personal data
- **Access** your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it
- **Rectification** of the personal information we hold about you. This enables you to have any incomplete or inaccurate information held about you corrected
- **Erasure** of your personal information. This enables you to ask us to delete or remove your personal information where there is no good reason for us continuing to process it for the purposes for which it was provided, for example in the event that we aren't using the personal data in a lawful manner
- **Request the restriction** of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes
- **In relation to automated decision-making and profiling**. You shall have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact privacy@portmandental.co.uk in writing.

No fee usually required

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.