

## Privacy Notice for Optimal Dental Health for Patient Data

This Privacy Notice is a shortened form of our Privacy Policy, and any patient who wishes to have a copy of our full Policy should ask the practice manager or Dr James Goolnik, who is the practice Data Protection Officer. **The practice Data Controller is Dr James Goolnik.**

### Personal data held for our patients

- Name, address, date of birth.
- Unique identification number.
- Next of kin.
- Email address.
- Phone numbers.
- GP contact details.
- Occupation.
- Medical history.
- Dental care records.
- Photographs.
- Family group.
- Payment plan details.
- Financial information.
- Credit card receipts.
- Correspondence.
- Details of any complaints received.

We keep an inventory of personal data we hold on our patients, and this is available on request.

Calls may be recorded for purposes of training/quality. Records are only accessed by the practice manager, the owner and the lead receptionist. All transcriptions are deleted after 7 working days.

### Why do we need to hold this information on you?

- To provide appropriate, safe, and effective dental care and advice for you.
- To fulfil any contracts we hold in relation to your care.
- For the business administration of your care.
- Calls may be recorded for purposes of training/quality. Records are only accessed by the practice manager, the owner and the lead receptionist. All transcriptions are deleted after 7 working days.

### Disclosure to third parties

We will share our patients' personal information with third parties when required by law, to enable us to deliver a service to them, or where we have another legitimate reason for doing so. Third parties we may share patients' personal information with may include:

- Regulatory authorities such as the General Dental Council and the National Health and Social Care regulators.
- NHS Local Authorities
- Referral specialists
- Dental payment plan administrators
- Insurance companies
- Loss assessors
- Fraud prevention agencies
- In the event of a possible sale of the practice at some time in the future.

We may also share personal information where we consider it to be in a patient's best interest or if we have reason to believe an individual may be at risk of harm or abuse.

### **Our Use of AI**

We utilise a variety of AI tools within the practice to facilitate our communication and documentation. Alongside our patient use of AI tools such as Turboscribe, Chat GPT, Voicestack, Gamma, Dentistry Dashboard, and Itero, along with voice notes, we may use tools for assessing team performance and patient documentation. These tools utilise AI in the cloud to process voice data to produce meeting transcripts and summaries.

Unless in specific circumstances (disciplinary, performance management or other legal processes) voice recordings used to generate transcripts or summaries are not saved and are deleted after the documents have been generated.

We conduct due diligence on all our AI processing to ensure that any personal data is not shared or stored beyond our data processing agreements with our software providers.

### **Legal basis for processing data held about patients**

- The legal basis on which we process personal information for our private patients is 'legal obligation.'
- The legal basis on which we process personal information for our payment plan patients is 'contract.'
- The legal basis on which we process personal information for our patients is 'legal obligation.'

### **Retention period**

This practice retains dental records and orthodontic study models while you are a patient of our practice and after you cease to be a patient for at least eleven years or for children until age 25, whichever is longer.

### **Complaints**

You have the right to complain about how we process your personal data. All complaints concerning personal data should be made in person or in writing to the practice manager. All complaints will be dealt with in line with the practice complaints policy and procedures.

If you are unhappy with the resolution of your complaint, you have the right to raise your complaint with the Information Commissioner's Office (ICO).

The ICO can be contacted at <https://ico.org.uk/make-a-complaint>, via or call the ICO helpline on 0303 123 1113.[live chat](#) or via the ICO helpline on 0303 123 1113. Further information on making a complaint to the ICO can be found here:

<https://ico.org.uk/make-a-complaint/data-protection-complaints/data-protection-complaints>

This Privacy Notice was reviewed and implemented on 16/03/2026. It will be reviewed annually and is due for review on 16/03/2027 or prior to this date in accordance with new guidance or legislative changes.

## Document Change Record Privacy Notice for Patient Data

The table below is used to register all changes to the policy:

Published Date	Document Version Number	Pages affected	Description of revision	Author
01.02.2021	v3.0	Page 1	Notes on obtaining evidence of opt-in consent.	PL
01.02.2021	v3.0	Page 3	Information on when the National Opt-out Policy would apply in dental practice.	PL
24.01.2023	v3.1	Pages 2, 5 & 6	Update GDPR references and retention of dental records.	PP
09.08.2023	v3.2	Page 5	Updated the complaints section with contact details for the ICO.	PL
14.08.2023	v3.3	Page 5	Updated retention period for patient records.	PL
15.08.2023	v3.4	Page 3	Amalgamation of English & Welsh policy and renamed.	IL
09.02.2024	v3.5	Whole document	The whole document has been reviewed to satisfy the criteria of a notice; previous versions of our Privacy Notice have replicated the Privacy Policy. This notice is relevant to all the home nations.	IL

## Appointment Booking, Deposits & Cancellation Policy Information for Patients

At **Optimal Dental Health**, appointments are reserved specifically for you. Clinical time is allocated with the dentist, hygienist, and support team to ensure you receive the highest standard of care. Late arrivals, short-notice cancellations, or missed appointments can affect your care and prevent other patients from being seen.

### Booking & Deposits

#### Consultations and Hygiene Appointments

All **consultation appointments, new patient consultations, and hygiene appointments** require **full prepayment at the time of booking**.

Payment can be made **in person at the practice, over the phone, or via a secure payment link**. If payment cannot be taken at the time of booking, a **payment link can be sent which will remain valid for 24 hours**. Payment must be received within this timeframe to confirm the appointment. If payment is not received, the appointment **may be released and offered to another patient**.

#### Treatment Appointments

For treatment appointments, a **50% deposit of the appointment fee is required to secure the booking**. The **remaining balance is due on the day of the appointment prior to treatment**. Payment can be made **in person, over the phone, or via a secure payment link valid for 24 hours**. If the deposit is not received within this timeframe, the appointment **may be released**.

#### Finance Options

If you would like to **spread the cost of your treatment**, finance options may be available. Please speak with one of our **Treatment Coordinators**, who will be happy to guide you through the available options.

#### Appointment Reminders

Please ensure you add your appointment to your calendar.

If you have opted in, we may send **appointment reminders via SMS, email, or telephone as a courtesy**. We recommend checking your **spam or junk folders and voicemail** regularly. Please note that **it remains your responsibility to attend your appointment on time**, even if a reminder is not received.

#### Changing or Cancelling Appointments

If you need to cancel or reschedule your appointment, we require a **minimum of two working days' notice**.

This allows us time to offer the appointment to another patient who may be waiting for care. If sufficient notice is provided, **any prepaid fees may be transferred to a new appointment or refunded where applicable**.

Changes made **within two working days of the appointment** will be considered a **late cancellation**.

#### Late Arrivals

Please arrive on time for your appointment. If you think you may be late, contact the practice as soon as possible.

If you arrive late, we will do our best to accommodate you. However, your appointment may need to be **shortened, modified, or rescheduled** depending on the time remaining.

If **50% or more of the appointment time is lost**, the appointment may need to be **rebooked**, and a **missed appointment fee may apply (up to £250 per hour or the appointment fee, whichever is lower)**.

### **Missed Appointments**

An appointment may be considered **missed** if:

- You do not attend the appointment
- You arrive **more than 15 minutes late**
- You cancel with **less than two working days' notice**

Missed appointments or late cancellations may result in a **fee of up to £250 per hour of reserved clinical time or the appointment fee, whichever is lower**.

The practice allows a maximum of:

- **Two missed check-up appointments, or**
- **One missed treatment appointment**

within a **12-month period**. Exceeding this may affect future booking arrangements and may require **full prepayment for future appointments**, or the practice may recommend seeking care elsewhere.

Thank you for your understanding and for helping us keep the clinic running smoothly for all patients.