

Privacy Policy for Rownhams Lane Dental Practice

This privacy policy sets out how Rownhams Lane Dental Practice uses and protects any information that you provide when using our website. We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, you can be assured that it will only be used in accordance with this privacy statement.

Data Controller

Rownhams Lane Dental Practice is the data controller and is responsible for your personal data (referred to as "we", "us" or "our" in this privacy notice). Our registered address is Rownhams Lane, Southampton, SO52 9GG, United Kingdom. If you have any questions about this privacy notice, please contact us at rownhamslanedental@gmail.com

What Information We Collect

We may collect and process the following personal data about you:

Name

Contact information, including email address and phone number

Demographic information, such as postcode and preferences

Medical information relevant to your dental treatment

Payment information for our dental payment plan

How We Collect Information

We collect personal information from you when you:

Fill out a contact form on our website

Subscribe to our dental payment plan

Attend an appointment with us

How We Use Your Information

We use your personal data to provide dental services to you and to process payments for our dental payment plan. We may also use your personal data for the following purposes:

To communicate with you about your dental treatment

To send you appointment reminders

To send you marketing communications, if you have subscribed to our newsletter

Data Retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any current legal, accounting, or reporting requirements.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Your Rights

Under the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 (DPA), you have the following rights in relation to your personal data:

The right to be informed about how your personal data is being used

The right to access the personal data we hold about you

The right to have your personal data corrected if it is inaccurate or incomplete

The right to have your personal data erased in certain circumstances

The right to restrict processing of your personal data in certain circumstances

The right to data portability

The right to object to the processing of your personal data

Rights in relation to automated decision making and profiling

If you would like to exercise any of these rights, please contact us at

rownhamslanedental@gmail.com

Changes to Our Privacy Policy

We may update this privacy policy from time to time in response to changing legal, technical or business developments. When we update our privacy policy, we will take appropriate measures to inform you, consistent with the significance of the changes we make.

Last Updated: April 26, 2023