

Enanee Dental Practice

Privacy Policy

Who We Are

Enanee Dental Practice ('we' or 'us' or 'our') gather and process your personal information in accordance with this privacy notice and in compliance with the relevant data protection Regulation and laws. This notice provides you with the necessary information regarding your rights and our obligations, and explains how, why and when we process your personal data.

We are registered on the Information Commissioner's Office Register; registration number ZA315790 and act as the Data Controller when processing your data. Our designated Data Protection Officer/Appointed Person is Dr Ukata, who can be contacted at 01702 837767

Information That We Collect

Enanee Dental Practice processes your personal information to meet our legal, statutory and contractual obligations and to provide you with our products and services. We will never collect any unnecessary personal data from you and do not process your information in any way, other than as specified in this notice.

The personal data that we collect from is: -

- Name
- Contact Address
- Personal Email
- Business Email
- Business Telephone Number
- Mobile Telephone Number

We collect information in the below ways: -

Online Forms

Emails

How We Use Your Personal Data (Legal Basis for Processing)

Enanee Dental Practice takes your privacy very seriously and will never disclose, share or sell your data without your consent; unless required to do so by law. We only retain your data for as long as is necessary and for the purpose(s) specified in this notice. Where you have consented to us providing you with promotional offers and marketing, you are free to withdraw this consent at any time. ***The purposes and reasons for processing your personal data are detailed below: -***

- *We collect your personal data in the performance of a contract or to provide a service and to ensure that orders are completed and can be sent out to your preferred address*
- *We collect and store your personal data as part of our legal obligation for business accounting and tax purposes*

- *We will occasionally send you marketing information where we have assessed that it is beneficial to you as a customer and in our interests. Such information will be non-intrusive and is processed on the grounds of legitimate interests*

Your Rights

You have the right to access any personal information that **Enanee Dental Practice** processes about you and to request information about: -

- What personal data we hold about you
- The purposes of the processing
- The categories of personal data concerned
- The recipients to whom the personal data has/will be disclosed
- How long we intend to store your personal data for
- If we did not collect the data directly from you, information about the source

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to do so as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request erasure of your personal data or to restrict processing (*where applicable*) in accordance with the data protection laws; as well as to object to any direct marketing from us. Where applicable, you have the right to data portability of your information and the right to be informed about any automated decision-making we may use.

If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the request; this is to ensure that your data is protected and kept secure.

Sharing and Disclosing Your Personal Information

We never pass your personal details to a third party unless we have a contract for them to process data on our behalf and will otherwise keep it confidential. If we intend to refer a patient to another practitioner or to secondary care such as a hospital we will gain the individual's permission **before** the referral is made and the personal data is shared.

- Personal data is stored in the EU whether in digital or hard copy format
- Personal data is stored in the US in digital format when the data storage company is certified with the EU-US Privacy Shield
- Personal data is obtained when a patient joins the practice, when a patient is referred to the practice and when a patient subscribes to an email list

If you make an application for finance, we may pass your details to our finance provider, Loans Warehouse Ltd., whose privacy notice can be viewed here (<https://www.loanswarehouse.co.uk/legal/privacy-cookie-policy>)

Safeguarding Measures

Enanee Dental Practice takes your privacy seriously and takes every reasonable measure and precaution to protect and secure your personal data. We work hard to protect you and your

information from unauthorised access, alteration, disclosure or destruction and have several layers of security measures in place, **including:** -

Computer Passwords

Firewalls

Anti Virus/Malware

Transfers Outside the EU

Enanee Dental Practice utilise some products or services (*or parts of them*) that may be hosted/stored in **non-EU Countries**, which means that we may transfer any information which is submitted by you through the website outside the European Economic Area ("EEA").

Therefore, when you use our website, send us an email or sign up to our newsletter, the personal information you submit may be stored on servers which are hosted in **non-EU countries**. Where this is the case, we will take steps to ensure that those providers use the necessary level of protection for your information and abide by strict agreements and measures set out by **Enanee Dental Practice** to protect your data and comply with the relevant data protection laws.

How Long We Keep Your Data

Enanee Dental Practice only ever retains personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. We are required under UK tax law to keep your basic personal data (*name, address, contact details*) for a minimum of 6 years after which time it will be destroyed.

Where you have consented to us using your details for direct marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

Marketing

Occasionally, **Enanee Dental Practice** would like to contact you with the **services and promotions** that we may provide. If you consent to us using your contact details for this purpose, you have the right to modify or withdraw your consent at any time by using the opt-out/unsubscribe options or by contacting **Enanee Dental Practice** directly.

Comments, suggestions and complaints

Please contact us for any comments or suggestions or a complaint about your data processing at info@enaneedentalpractice.com or on 01702 837767 or by writing to us at:

Enanee Dental Practice

505-507 Southchurch Road

SOUTHEND ON SEA

SS1 2PH

Essex

If you are unhappy with our response or if you need any advice you should contact the Information Commissioner's Office (ICO). Their telephone number is 0303 123 1113. The ICO can investigate your

claim and take action against anyone who's misused personal data. You can also visit their website for information on how to make a data protection complaint.

Consent

Enanee Dental Practice takes your privacy seriously and will only process your personal data with your consent and in accordance with the terms stated in our Privacy Notice.

Cookie Notice

A '**cookie**' is a small piece of data sent from a website and stored on the user's computer by the user's web browser while the user is browsing. When you visit a site that uses cookies for the first time, a cookie is downloaded onto your computer/mobile device so that the next time you visit that site, your device will remember useful information such as items added in the shopping cart, visited pages or logging in options.

Cookies are widely used in order to make websites work, or to work more efficiently, and our site relies on cookies to optimise user experience and for features and services to function properly.

Most web browsers allow some control to restrict or block cookies through the browser settings, however if you disable cookies you may find this affects your ability to use certain parts of our website or services. For more information about cookies visit <https://www.aboutcookies.org>.