

MITCHAM DENTAL CARE PRIVACY POLICY

This privacy policy sets out how Mitcham Dental Care uses and protects any information that you give us when you use this website.

Mitcham Dental Care is 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, then you can be assured that it will only be used in accordance with this privacy statement.

Mitcham Dental Care may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy was last updated in the 22 February 2017.

What we collect

We may collect the following information:

- name
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or mail. We may use the information to customise the website according to your interests.
- The information you supply is used to populate our patient relationship management system:
- Only the minimum information necessary will be used for this purpose including but not limited to your name, email address and phone number.
- This information is required in our patient relationship management system so we are able to keep track of your details and contact you with regard to booking your initial appointment and any follow ups thereafter, to get back to you on any questions you have asked, and to inform you of any treatments or information which may be relevant to you.
- Should you wish to withhold this information from being passed into our patient relationship management system or email newsletter list, please email info@mitchamdental.co.uk
- Please note that Information submitted via to the website may be seen not only by Mitcham Dental Care but third party companies such as web developers who have access to the system.

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.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at info@mitchamdental.co.uk.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

Cookies

This website uses Google Analytics to help analyse how users use the site. The tool uses “cookies,” which are text files placed on your computer, to collect standard Internet log information about your use of the website (including your IP address) is transmitted to Google. This information is then used to evaluate visitors’ use of the website and to compile statistical reports on website activity for Mitcham Dental Care. We will never (and will not allow any third party to) use the statistical analytics tool to track or to collect any Personally Identifiable Information of visitors to our site.

Google will not associate your IP address with any other data held by Google. Neither we nor Google will link, or seek to link, an IP address with the identity of a computer user. We will not associate any data gathered from this site with any Personally Identifiable Information from any source, unless you explicitly submit that information via a fill-in form on our website.

The Interactive Advertising Bureau (IAB) is an industry body that develops standards and guidelines to support online business processes. It has produced a series of web pages that explain how cookies work and how they can be managed.

Patient confidentiality

At Mitcham Dental Care we take patient confidentiality extremely seriously. All personal information is treated in the strictest confidence. Only members of staff have access to patient information. All of our patient records are stored securely at our clinic to ensure that any patient information is only accessed as part of your treatment. No information will ever be released to a third party without your expressed permission. If you would like further information regarding your rights to view your patient records, please ask at reception. If you change your home address, telephone number or email address, please let us know as soon as possible. This helps keep our records up to date and means that our re-call system is efficient.

Access to personal records

If you would like further information about your right to view your patient records, please ask a member of our reception team.

If you have any questions concerning our privacy policy, please use our contact details to discuss them.