

'Dr S Ahiaku' Privacy Policy

Our contact details

Name: Dr S Ahiaku

Website: DrSAhiaku.com

WhatsApp Number: +44 7380 221 583

E-mail: DrSAhiaku@gmail.com

The type of personal information we collect

We currently collect and process the following information:

- Names
- E-mail addresses
- Phone Numbers
- Gender
- Date of Birth
- Location / Address
- Dental Treatment History
- Photographs of your face and teeth
- Videos of virtual appointments

How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Book a virtual smile consultation
- Book a face-to-face smile consultation or other dental appointment
- Facilitate the provision of your dental care

We use the information that you have given us in order to

- Book your dental appointments
- Communicate with you about fees, appointments, consent and dental treatments
- Create your dental records

- Provide your dental care (including creating your treatment plan and warning you about the risks, benefits and maintenance requirements of treatment)

If you subsequently become a patient, at one of the dental practices Dr S Ahiaku provides dental treatment out of, we will share this information with them, namely:

- Orchard Dental Practice, Moreton.
- Northway Dental Practice, Maghull.
- Smileworks Dental Practice, Liverpool One.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

(a) Your consent. You are able to remove your consent at any time. You can do this by contacting us at DrSAhiaku@gmail.com

(b) We have a contractual obligation.

How we store your personal information

Your information is securely stored digitally on an encrypted drive.

We keep information collected from your initial virtual consultation (Name, DOB, Email address, postcode, photographs and video of consultation) for 8 years. If you go on to become a patient at one of Dr S Ahiaku's practices, a copy of this data and the notes created at that appointment will be transferred to the practice. This data will then be subsequently erased from our encrypted drives at this point.

We keep information collected for your virtual reviews (Name, Email, photographs, and video of consultation) for 8 years. A copy of this data and the notes created at that appointment will be transferred to the relevant practice. This data will be subsequently erased from our encrypted drives.

If you have provided your consent to be added to the mailing list at the point of your virtual consultation, your name, date of birth, e-mail

address, phone number and location will be added to our database. You can have your data suppressed from this data base at any point by selecting 'opt out' on any marketing correspondence you receive.

Any data collected at or through the relevant practices (e.g. medical histories and dental histories etc.) will fall under each respective practices data protection policy. The exception to this is any clinical photos taken.

Clinical photos will be retained by Dr S Ahiaku & the respective practice. In this case, the data protection procedures of each party will apply to their copy of your data. Retention of clinical photos with Dr S Ahiaku will depend on the level of consent you provided at the time.

- Level 1: Confidential Records
 - Once a copy of these images has been retained by the respective practice within their system, Dr S Ahiaku will erase these images from their drive.
- Level 2: Education, Clinical Development or Research & Level 3: Open publication
 - Following completion of your care, your data will be pseudonymised with your initials, age and patient number as retained by the practice. The practice will also retain copies of these images.
 - Completion of care is considered to be 12 months following your review appointment, where your work will no longer be guaranteed.
 - Where consent has not been provided for those photos to include your face, these will be erased from the encrypted drive once a copy has been retained by the practice.

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at DrSAhiaku@gmail.com if you wish to make a request.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at DrSAhiaku@gmail.com

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>