

Privacy & GDPR Policy (England / GDC Compliant)

At **Allure Face&Smile**, we are committed to protecting your personal data and respecting your privacy. This policy explains how we use, store, and safeguard your information in compliance with:

- **UK GDPR** (General Data Protection Regulation as incorporated into UK law)
 - **Data Protection Act 2018**
 - **General Dental Council (GDC) Standards for the Dental Team**
 - **Confidentiality: NHS Code of Practice** (if NHS services are provided)
-

1. What Information We Collect

We may collect and process the following types of data:

- Personal details (name, address, date of birth, phone number, email).
 - Medical and dental history, treatment records, clinical photographs, radiographs, digital scans.
 - Financial information (for billing/insurance purposes).
 - Correspondence with you (emails, letters, consultation notes).
-

2. How We Use Your Information

We process your information to:

- Provide safe, effective dental and facial aesthetic treatment.
- Manage appointments, treatment plans, recalls, and communications.
- Maintain accurate health records as required by law.
- Comply with legal, regulatory, and professional obligations (e.g. GDC, CQC).
- Process payments and handle administration.

We will not use your information for marketing purposes without your explicit consent.

3. Sharing Your Information

We may need to share information with:

- Other healthcare providers (with your consent, e.g. referrals to specialists).
- Regulatory bodies such as the **General Dental Council (GDC)** or **Care Quality Commission (CQC)** if required.
- NHS bodies (if you receive NHS care).

- Laboratories and third-party providers directly involved in your care.

We will never share your information with third parties for marketing purposes.

4. Data Retention

- Dental records are kept for **at least 11 years** after the date of the last treatment, or until the patient is **25 years old** if they were under 18 at the time of treatment (whichever is longer).
 - After this time, records will be securely destroyed.
-

5. Data Security

- All records are stored securely, either digitally (password-protected systems, encrypted backups) or physically (locked cabinets).
 - Access is restricted to authorised staff only.
 - We follow NHS/CQC standards of data protection where applicable.
-

6. Your Rights (UK GDPR)

You have the right to:

- Access the personal data we hold about you.
 - Request corrections if data is inaccurate or incomplete.
 - Request deletion of your data (subject to legal obligations on medical records).
 - Restrict or object to processing of your data.
 - Request transfer of your data to another provider (data portability).
 - Withdraw consent for marketing communications at any time.
-

7. Data Controller

The Data Controller responsible for your information is:

Clinic Name: Allure Face&Smile

Complaints/Data Protection Officer: Dr Monica Pais

Address: 45-47 Monument Hill, Weybridge KT13 8RN

Email: allurefacesmile@gmail.com


Phone:

If you have concerns about how we handle your data, please contact us directly.

8. Escalation

If you remain dissatisfied, you have the right to complain to the **Information Commissioner's Office (ICO)**:

 ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

 0303 123 1113

 ico.org.uk