



## Absolute Dental GDPR Fair Processing Notice

### Who are we

Trading as *Absolute Dental*

This policy sets out how Absolute Dental will use your personal data.

Absolute Dental is committed to protecting your personal data and take the security of your information very seriously. We have strict security measures to protect your personal data. This includes robust security procedures and minimising personal data on records.

If you have any concerns or would like to contact us about any aspect of this policy, please get in touch through the contact details at the bottom of this statement.

### The Information we collect about you and its sources

We will collect personal data from you when you contact us directly, where we may be provided with the following types of information:

- *Personal Details*
- *Name, Dental Practice, Contact Email, Contact number*

Information on patient - We may be provided by your dentist with the following information:

- *Name, Dental Practice*

In addition, we may obtain data from other medical advisors to help us better understand your needs.

### How we use your personal data

Absolute Dental will use your personal data for the following reasons

Business to Business	Personal Data of the dentists will be used to contact the dentist directly.
Provision of services	To complete the service that is provided for the patient. Personal details include Name, to keep a record of the service for each individual.

## Who we may pass your data on to

Where appropriate, we may disclose your personal data to

- Skillbond Direct Ltd.
- *Skillbond Direct Ltd will be contact under provision of service.*

We may also disclose your personal information to third parties in the following circumstances:

- a) Where we sell any of our business and/or assets to a third party
- b) Where we are legally obliged to disclose your information.

We do not share your information with third parties for commercial purposes without your permission but anonymized and statistical information generated by your data may be made available to other organisations and researchers.

In exceptional circumstance Regulators and law enforcement agencies may also request your information from us and we will provide them with your information only when there is a legal basis to do so.

If we suspect someone has committed fraud we'll note it in our records and may share the information with others that we deem relevant – such as the Police.

## How we transfer and store your personal data

Your personal information will be retained for up to 7 years after your last engagement with us.

Your personal data may be stored or accessed by our staff or agents in other locations across the world, some of which do not have the same laws in place to protect data. In these cases we restrict the amount of data available and have suitable controls in place to protect the information.

## Marketing Communications and your choices

We may contact you from time to time with special offers and events that you might be interested in, you can opt-out at any time by contacting us.

## Your rights

You have the right to know what personal data we hold about you and to be provided with a copy and to have any inaccurate information corrected. You may also have rights to restrict some of the processing we have described above or withdraw any consent you may have given us. If you have any questions about this or would like to exercise your rights, please contact us at [info@absolutedental.org.uk](mailto:info@absolutedental.org.uk).