

**PUBLIC**

**The Dental Design Studio  
External Privacy Notice**

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### Document Release:

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# The Dental Design Studio

## External Privacy Notice

Last Updated: 16/07/2025

### 1. Who we are and what we do

#### Who we are

We are The Dental Design Studio ("The Dental Design Studio", "us", "we", "our"). We are a limited company registered in England and Wales under registration number 14303553 and we have our registered office at Oak House, Reeds Crescent, Watford, WD24 4QP. We are registered with the UK supervisory authority, Information Commissioner's Office ("ICO"), in relation to our processing of Personal Data under registration number ZB531270.

#### What we do

The Dental Design Studio is group of dental practices located throughout the UK providing NHS and Private Dental Treatment. We and our affiliates, subsidiaries and related entities are committed to protecting the privacy and security of the Personal Data we process about you. The following is a list of our practices.

<p>The Dental Design Studio including:</p> <ul style="list-style-type: none"> <li>• The Dental Design Studio Beccles 1</li> <li>• The Dental Design Studio Beccles 2</li> <li>• The Dental Design Studio Beccles 3</li> <li>• The Dental Design Studio Cleethorpes</li> <li>• The Dental Design Studio Gainsborough</li> <li>• The Dental Design Studio Hemlington</li> <li>• The Dental Design Studio Hornsea</li> <li>• The Dental Design Studio Hull</li> <li>• The Dental Design Studio King's Lynn</li> <li>• The Dental Design Studio Lowestoft</li> <li>• The Dental Design Studio Maida Vale</li> <li>• The Dental Design Studio Northwood</li> <li>• The Dental Design Studio Scunthorpe</li> <li>• The Dental Design Studio Walthamstow</li> <li>• The Dental Design Studio Wood Green</li> <li>• The Dental Design Studio Leighton Buzzard</li> </ul>	<p>Barton Dental Centre Limited</p> <p>Station View Dental Practice Limited Including:</p> <ul style="list-style-type: none"> <li>• The Dental Design Studio Stowmarket</li> </ul> <p>DDSUK (Holdings) Limited including:</p> <ul style="list-style-type: none"> <li>• The Dental Design Studio Northwood</li> </ul> <p>The Dental Design Studio North Walsham</p> <ul style="list-style-type: none"> <li>• The Dental Design Studio Sleaford</li> </ul> <p>Dental Design Holdings Limited including:</p> <ul style="list-style-type: none"> <li>• The Dental Design Studio Whitehaven</li> </ul> <p>Enslin Limited</p> <p>Long Sutton Dentistry</p>
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All our practices are registered with the ICO, and we can provide details of a practice's registration upon request.

## **Controller**

Unless we notify you otherwise, we are the controller of the Personal Data we process about you. This means that we decide what Personal Data to collect and how to process it.

## **2. Purpose of this privacy notice**

The purpose of this privacy notice is to explain what Personal Data we collect about you and how we process it. This privacy notice also explains your rights, so please read it carefully. If you have any questions, you can contact us using the information provided below under the 'How to contact us' section.

## **3. Who this privacy notice applies to**

This privacy notice applies to you if:

1. You visit our website.
2. When you create an online account to book appointments.
3. When you accept a course of dental treatment or sign a treatment plan
4. You enquire about our products and/or services.
5. You leave a comment and/or review on our website.
6. You contact us by any means with queries/complaints.

## **4. What Personal Data is**

'Personal Data' means any information from which someone can be identified either directly or indirectly. For example, you can be identified by your name or an online identifier.

'Special Category Personal Data' is more sensitive Personal Data and includes information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data for the purposes of uniquely identifying someone, data concerning physical or mental health or data concerning someone's sex life or sexual orientation.

## **5. Personal Data we collect**

The type of Personal Data we collect about you will depend on our relationship with you. For the type of Personal Data we collect see the table below in the section entitled 'Purposes and lawful bases'.

## **6. How we collect your Personal Data**

We collect most of the Personal Data directly from you in person, by telephone, email and/or via our website.

However, we may also collect your Personal Data from third parties such as:

- others to whom you have provided consent.
- publicly available sources such as social media platforms.

## **7. Purposes and lawful bases**

We will only use your Personal Data when the law allows. Most commonly, we will use your Personal Data in the following circumstances:

Categories of individuals	Categories of Personal Data	Purpose of Processing	Lawful Basis
Patients	Name, address, email address, phone number, date of birth, gender, emergency contact details.	To fulfil the contract for our services and provide you with dental services.	UK GDPR Article 6(1)(b) Performance of a Contract.
Patients	Medical history, any disabilities, notes about your health, details about your treatment and care, results of laboratory tests, x-rays etc	To provide our dental services to you.	UK GDPR Article 6(1)(b) Performance of a Contract.  Article 9(2)(h) Health or Social Care, with Schedule 1. Part 1. (2) Health or social care purposes being the relevant condition of the Data Protection Act 2018.
Patients	Medical information, details of your treatment and care	To share your personal data with other healthcare organisations/providers for the purposes of your individual care	In certain circumstances we may obtain your consent prior to us to sharing your information. UK GDPR Article 6(1)(a) consent.  However, in the majority of cases we will rely on UK GDPR Article 6(1)(f) Legitimate Interest.  Where the sharing will require us to process special category the lawful basis we rely on is UK GDPR Article 9 2)(h)  Health or Social Care, with Schedule 1. Part 1. (2) Health or social care purposes being the relevant condition of the Data Protection Act 2018.

Patients/Prospective Patients	Name, email address, phone number.	To send you newsletters and other promotional material.	UK GDPR Article 6(1)(a) Consent
Patients/Prospective Patients	Name, email address, phone number.	To respond to your enquiry when you contact us via the contact us form on our website.	UK GDPR Article 6(1)(f) Legitimate Interests.
Patients/Prospective Patients	Name, email address, phone number.	To maintain a suppression list when you unsubscribe from our marketing communications	UK GDPR Article 6(1)(f) Legitimate Interest.
Patients	Name, insurance company, NHS number	To process any NHS or private insurance dental claims	UK GDPR Article 6(1)(a) Consent
Patients, staff and other visitors to our surgeries.	CCTV images and recordings	To protect our patients, premises, assets and staff from crime, we may operate CCTV systems in our dental practices which record images for security.	UK GDPR Article 6(1)(f) Legitimate Interest.
Patients/Prospective patients and anyone else who calls our surgeries.	Recordings of telephone conversations	To offer you additional security, resolve complaints, for regulatory compliance and to improve our service standards. Conversations may also be monitored for staff training purposes	UK GDPR Article 6(1)(f) Legitimate Interest.
Suppliers	Name, company, job title, address, email address, phone number	To interact with you to procure and pay for goods and services	UK GDPR Article 6(1)(b) Performance of a Contract.



Where Personal Data is processed because it is necessary for the performance of a contract to which you are a party, we will be unable to provide our services, or comply with our legal obligations without the required information. These Legal obligations include if data is requested by the General Dental Council to comply with a legal process they are involved in.



## **8. How long we keep your data**

We will retain your personal data for as long as is necessary to provide you with our services and for a reasonable period thereafter to enable us to meet our contractual and legal obligations.

At the end of the retention period, your personal data will be securely deleted or anonymised, for example by aggregation with other data, so that it can be used in a non-identifiable way for statistical analysis and business planning.

## **9. Sharing your Personal Data**

We use a number of different service providers (acting as 'data processors') who provide services or cloud-based software to enable us to operate our business and the services we provide to our patients. Your personal data is transferred to (and stored by) these service providers (as our 'data processors'), who generally fall under the following categories:

- IT and system administration/support
- Document storage
- Email, contacts and calendar
- Patient Records Management platforms, accounting and billing platforms.

These 'data processors' only process data on our behalf and won't use your personal data for their own purposes and we only permit them to use it in accordance with our instructions and the law.

We may share your Personal Data with third parties where we are obliged to do so under other applicable law, for example:

- We may also disclose your personal data to the police or other enforcement, regulatory or Government body when we believe such disclosure is appropriate to comply with the law. For example if data is requested by the General Dental Council to comply with a legal process they are involved in.
- If we expand, reduce or evolve and this may involve the transfer of divisions or the whole business to new owners. If this occurs, the relevant personal data will be transferred to the applicable parties.

## **10. International Transfers**

Your Personal Data may be processed outside the UK or the European Economic Area ("EEA"). This is because the organisations we use to provide our services to you are located outside of the UK or EEA.

We have taken appropriate steps to ensure that the Personal Data processed outside the UK or EEA has an essentially equivalent level of protection to that guaranteed in the UK or EEA. We do this by ensuring that:

- Your Personal Data is only processed in a country which the UK Secretary of State has confirmed has an adequate level of protection (an adequacy decision); or

- We enter into an International Data Transfer Agreement (“IDTA”) with the receiving organisation and adopt supplementary measures, where necessary. (A copy of the IDTA can be found here [international-data-transfer-agreement.pdf \(ico.org.uk\)](#)).

## 11. Marketing

From time to time, we may use your information to contact you with details about our services which we feel may be of interest to you. You have the right at any time to stop us from contacting you for marketing purposes. If you wish to exercise these rights you can do so by taking any of these actions:

- Contact your local dental practice by phone, email or post.
- Visit your local dental practice in person to request this.
- Contact us via our Dental Design Studio Website communication section.
- Use the ‘unsubscribe’ link on any emails received or contacting us at [dpo@the-dds.co.uk](mailto:dpo@the-dds.co.uk).

## 12. Your rights and how to complain

You have certain rights in relation to the processing of your Personal Data, including to:

- **Right to be informed**  
You have the right to know what personal data we collect about you, how we use it, for what purpose and in accordance with which lawful basis, who we share it with and how long we keep it. We use our privacy notice to explain this.
- **Right of access** (commonly known as a “Subject Access Request”)  
You have the right to receive a copy of the Personal Data we hold about you.
- **Right to rectification**  
You have the right to have any incomplete or inaccurate information we hold about you corrected.
- **Right to erasure** (commonly known as the right to be forgotten)  
You have the right to ask us to delete your Personal Data.
- **Right to object to processing**  
You have the right to object to us processing your Personal Data. If you object to us using your Personal Data for marketing purposes, we will stop sending you marketing material.
- **Right to restrict processing**  
You have the right to restrict our use of your Personal Data.
- **Right to portability**  
You have the right to ask us to transfer your Personal Data to another party.
- **Automated decision-making.** You have the right not to be subject to a decision based solely on automated processing which will significantly affect you. We do not use automated decision-making.

- **Right to withdraw consent**  
If you have provided your consent for us to process your Personal Data for a specific purpose, you have the right to withdraw your consent at any time. If you do withdraw your consent, we will no longer process your information for the purpose(s) you originally agreed to, unless we are permitted by law to do so.
- **Right to lodge a complaint**  
You have the right to lodge a complaint with the relevant supervisory authority, if you are concerned about the way in which we are handling your Personal Data. The supervisory authority in the UK is the Information Commissioner's Office who can be contacted online at:  
[Contact us | ICO](#)

Or by telephone on 0303 123 1113

### **How to exercise your rights**

You will not usually need to pay a fee to exercise any of the above rights. However, we may charge a reasonable fee if your request is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

If you wish to exercise your rights, you may contact us using the details set out below within the section called 'How to contact us and our Data Protection Officer'. We may need to request specific information from you to confirm your identity before we can process your request. Once in receipt of this, we will process your request without undue delay and within one month. In some cases, such as with complex requests, it may take us longer than this and, if so, we will keep you updated.

## **13. Children's Privacy**

We offer our dental services to children and we do not knowingly collect Personal Data of children without parental consent, unless permitted by law. If you learn that a child has provided us with their Personal Data without parental consent, you may contact us, as described below, and if appropriate, we will securely and permanently delete it, in accordance with applicable law.

## **14. How to contact us and our Data Protection Officer**

If you wish to contact us in relation to this privacy notice or if you wish to exercise any of your rights outlined above, please contact us as follows:

1 Murray Road,  
Northwood,  
Middlesex, HA6 2YP  
Email: [dpo@the-dds.co.uk](mailto:dpo@the-dds.co.uk)

We have also appointed a Data protection Officer ("DPO"). Our DPO is Evalian Limited and can be contacted as follows:

West Lodge  
Leylands Farm  
Colden Common  
Winchester, SO21 1TH  
[dpo@evalian.co.uk](mailto:dpo@evalian.co.uk)

03330 500111

Please mark your communications FAO the 'Data Protection Officer'.

## **15. Changes to this privacy notice**

We may update this notice (and any supplemental privacy notice), from time to time as shown below. We will notify of the changes where required by applicable law to do so.

Last modified July 2025.

You can obtain previous versions of our Privacy Notice upon request.