

mydentist academy: your privacy



At mydentist academy, we are committed to protecting the privacy and security of your personal information.

Looking after your information is the cornerstone of trust between us.

Our commitment to your privacy

- **No fuss:** You have the right to know how we collect and use your information. For more details, please take a bit of time to read how we do this below.
- **No frills:** We only collect the information we need so that we can let you know about the things that matter to you. We look after it like it's our own.
- **No surprises:** You are always in control of how you hear from us and what you hear from us about. If you no longer want to receive marketing e-mails from us, let us know.
- **No spam:** We will never sell your information to anybody else.
- **No worries:** Have a concern? Want to get in touch? No problem, drop us a line at theacademy@mydentist.co.uk and we'll get back to you as soon as we can.

How can I get extra help?

If you would like this information in another format please contact us and we will do our best to help you. Our details are as follows:

Europa House, Europa Trading Estate, Stoneclough Road, Kearsley, Manchester, M26 1GG

Telephone: 01204 799799

E-mail: theacademy@mydentist.co.uk

There are links to websites in this document which don't belong to mydentist Academy. Please don't forget that if you click on those links the people or entities who run those sites may collect or use your information in some way. When you leave this website, we encourage you to read the privacy notice of every website you visit.



The kind of personal information we hold about you

The legal entity Integrated Dental Holdings Limited is responsible for deciding how we hold and use your personal information.

Personal data, or personal information, means any information about you from which you be identified. It does not include personal information where your identity has been removed (such as any anonymous personal information).

We collect, store, and use the following categories of personal information about you:

- personal contact details (such as name, title, work address, telephone numbers, personal email address)
- details relating to your role (such as mydentist ID number, job role, job title, date you started)
- date of birth
- start date
- bank account details (such as where you ask for a refund)
- location of employment or workplace
- CCTV footage (such as in some of our training centres), and
- photographs (such as where you choose to upload your picture to your personal profile)

Data protection principles

We are committed to complying with data protection laws. These laws say that the personal information we hold about you must be:

- used lawfully, fairly and in a transparent way
- collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes
- relevant to the purposes we have told you about and limited only to those purposes
- accurate and kept up to date
- kept only as long as necessary for the purposes we have told you about, and
- kept securely.

We also rarely collect, store and use 'special categories' of more sensitive personal information. Typically, this is information about your health that you may disclose to us (such as if you tell us that you are pregnant or taking maternity or paternity leave).



Collecting your personal information

We collect your personal information when you set up your profile and when you give us further personal information (such as when you e-mail us).



Using your personal information

We will only use your personal information when the law allows us to.

We will use your personal information where we need to perform the contract we have entered into with you. This will either be:

- an employment contract, or
- a contract for us to provide you with our training programme.



Failing to give us your personal information

If you do not give certain information when requested, it is likely that we will not be able to provide your training programme.



Social media

We love social media and chatting with you there. Don't forget, however, that everybody can see everything you do there (our sites are public) so if you want us to keep your information private, please don't put anything on these sites which you or your loved ones would like to keep private, whether now or in the future.

We will always try to respond to you using another medium such as e-mail or phone, where appropriate.

If you use certain social media features from within our website or connect with us on our social media webpages, the privacy policies of those companies will apply. Please read them carefully before you share your information with us and others as these companies may have different standards of protection of information than we do.



Changing why we use your personal information

We will only use your personal information for the purposes for which we collect it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose.

If we need to use your personal information for an unrelated purpose, we will:

- let you know, and
- explain the legal basis which allows us to do so.

We may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.



Sharing your personal information

From time to time will share your personal information with third parties including:

- other entities in the mydentist group
- third-party providers of training programmes relevant to your course. We will let you know when this is the case, such as in the relevant materials for the training programme. You will have the option to ask that your details are not shared but if you do so it is likely that we will not be able to provide your training programme, and
- other third parties such as the General Dental Council

We may share your personal information with third parties where:

- required by law
- where it is necessary to administer the working relationship with you, and
- we have another legitimate interest in doing so.

We require third parties to respect the security of your personal information and to treat it in accordance with the law.

All our third-party service providers and other entities in mydentist are required to take appropriate security measures to protect your personal information in line with our policies.

We do not allow our third-party service providers to use your personal information for their own purposes. We only permit them to process your personal information:

- for specified purposes, and
- in accordance with our instructions.

We will, where necessary, share your personal information with other third parties, for example in the context of the possible sale or restructuring of the business.

We will also, where necessary, need to share your personal information with a regulator (such as the GDC) or to otherwise comply with the law.



Securing your personal information

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need to know.

They will only process your personal information on our instructions and they are subject to a duty of confidentiality. Details of these measures may be obtained from our Data Protection Officer (see below).

We have put in place extensive procedures to deal with any suspected security breach which involves personal information and we will let you and any applicable regulator know of a suspected breach where we are legally required to do so.



Keeping your personal information for as long as necessary

We will only keep your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

Details of retention periods for different aspects of your personal information are available in mydentist's Data Retention Policy.

Once you are no longer an employee, worker or contractor of the company we will retain and securely destroy your personal information in accordance with our Data Retention Policy.

To determine the appropriate retention period for personal information, we consider:

- the amount, nature, and sensitivity of the personal information
- the potential risk of harm from unauthorised use or disclosure of your personal information, and
- the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.



Keeping your personal information up to date

It is important that the personal information we hold about you is accurate and current.

Please keep us informed if your personal information changes.



Exercising your rights of access, correction, erasure, and restriction

Under certain circumstances, by law you have the right to ask for:

- access to your personal information (commonly known as a 'subject access request'). This means you can receive a copy of the personal information we hold about you and check that we are lawfully processing it.
- the correction of the personal information that we hold about you. This means you can correct any incomplete or inaccurate information we hold about you.
- the erasure of your personal information. This means you can ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to stop processing personal information where we are relying on a legitimate interest and there is something about your particular situation which makes you want to object to processing on this ground.
- the restriction of processing of your personal information. This means you can ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- the transfer of your personal information to another party.

If you want to do any of these things please send us an e-mail (theacademy@mydentist.co.uk).

In almost all circumstances you do not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with your request in such circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal information (or to exercise any of your other rights). This is a security measure to ensure that personal information is not disclosed to any person who has no right to receive it.



The image is a promotional graphic for the Information Commissioner's Office (ICO) 'Your Data Matters' campaign. It features a yellow background with a line-art illustration of five diverse people (a woman, a man in a suit, a woman with a laptop, a man with a smartphone, and a man with glasses) standing together. Below the illustration, the text reads: 'Personal data matters a lot today. Take control of yours and make it work for you.' At the bottom left is the 'YOUR DATA MATTERS' logo, and at the bottom right is the 'ico.' logo.

Your Data Matters: How can I learn more about protecting my information?

If you want detailed information on your rights, protecting your information, and what the Information Commissioner's Office (ICO) does and how it can help you protect your information, please visit <https://ico.org.uk/yourdatamatters>. The ICO is the UK's independent body which upholds information rights.



Dealing with cookies

Not all cookies are bad! Most websites you visit, such as the mydentist Academy site, use cookies to improve how the website works by letting that website 'remember' you, either for the duration of your visit (using a 'session cookie') or for repeat visits (using a 'persistent cookie'). For more details, check out our [Cookie policy](#).



Exercising your right to withdraw consent

In the limited circumstances where you may have provided your consent to the collection and use of your personal information for a specific purpose, such as where we have sent you marketing material, you have the right to withdraw your consent for that specific processing at any time.

To withdraw your consent, please send us an e-mail (theacademy@mydentist.co.uk) or use the unsubscribe function in any e-mail we send.



Contacting the Data Protection Officer

Our Data Protection Officer oversees compliance with this privacy notice.

If you have any questions about this privacy notice or how we handle your personal information, please contact the Data Protection Officer. Details are as follows:

Data Protection Officer

Intergrated Dental Holdings Limited

Europa House, Europa Trading Estate, Stoneclough Road, Kearsley, Manchester, M26 1GG

Telephone: 01204 799799

E-mail: mydata@mydentist.co.uk

If we have got something wrong, please let us know and we will do whatever we can to try to fix it. Of course, you have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.



Changes to this privacy notice

From time to time we may need to update this privacy notice to reflect how we are collecting and using your information. If we do this, we will let you know (such as by email or a notice on the mydentist Academy website) so that you can review any updates.

Details of any changes will also be recorded in our change log below.

Date	Nature of change
April 2018	New privacy policy adopted.

We are required under data protection laws to let you have the information contained in this privacy notice. If you have any questions about this privacy notice, please drop the data protection team a line at mydata@mydentist.co.uk or contact the Data Protection Officer (see above).