

# Privacy Policy

**King Cross Dental (KCSENT LTD)**

**Last updated:** 5<sup>th</sup> January 2026



KING CROSS DENTAL

KCSENT LTD trading as **King Cross Dental** is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store and protect your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

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## 1. Who We Are

### **Data Controller:**

KCSENT LTD (trading as King Cross Dental)

### **Registered Address:**

245 King Cross Road  
Halifax  
United Kingdom  
HX1 3JL

**Email:** info@kingcrossdental.co.uk

**Telephone:** 01422 250 155

We are responsible for deciding how we hold and use personal information about you.

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## 2. The Personal Data We Collect

We may collect and process the following categories of personal data:

### **a) Personal Identification Data**

- Name, title, date of birth, gender
- Address, email address, telephone number
- NHS number (where applicable)

### **b) Medical & Dental Information (Special Category Data)**

- Medical history and dental records
- X-rays, scans, photographs, and treatment notes
- Prescriptions and referrals

### **c) Appointment & Payment Information**

- Appointment dates and attendance records
- Payment details and treatment invoices
- Insurance or finance details (where applicable)

### **d) Website & Technical Data**

- IP address
- Browser type and version
- Pages visited on our website
- Cookies and usage data

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## **3. How We Collect Your Data**

We collect personal data when you:

- Register as a patient
- Book or attend an appointment
- Complete medical or consent forms
- Contact us by phone, email, website or in person
- Use our website or online services

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## **4. How We Use Your Personal Data**

We use your personal data to:

- Provide safe and appropriate dental care
- Maintain accurate patient records
- Communicate with you about appointments and treatments
- Process payments and manage accounts
- Comply with legal and regulatory obligations
- Improve our services and website
- Send service-related messages (not marketing unless consented)

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## **5. Legal Basis for Processing**

Under UK GDPR, we rely on the following lawful bases:

- **Consent** – for specific uses such as marketing
- **Contract** – to provide dental care and services
- **Legal obligation** – NHS, regulatory and tax requirements

- **Vital interests** – in medical emergencies
- **Public interest** – healthcare provision
- **Legitimate interests** – practice administration and service improvement

Special category (medical) data is processed under healthcare and public interest conditions.

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## 6. Data Sharing

We may share your data with:

- NHS bodies and commissioners (if applicable)
- Dental laboratories and referral specialists
- Payment processors and finance providers
- IT system and software providers
- Regulatory bodies (e.g. CQC, GDC)

All third parties are required to keep your data secure and confidential.

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## 7. Data Security

We take appropriate technical and organisational measures to protect your personal data, including:

- Secure practice management systems
- Restricted staff access
- Password protection and encryption
- Secure storage of paper records

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## 8. Data Retention

We retain patient records in line with NHS and professional guidelines, typically:

- Adult dental records: **minimum 11 years**
- Children's records: **until age 25 or 26**

Data is securely destroyed when no longer required.

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## 9. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request erasure (where applicable)
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent at any time

Requests should be made in writing to [info@kingcrossdental.co.uk](mailto:info@kingcrossdental.co.uk).

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## 10. Cookies & Website Use

Our website uses cookies to:

- Improve functionality and user experience
- Analyse website traffic

You can control cookies through your browser settings.

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## 11. Marketing Communications

We will only send marketing communications if you have given explicit consent. You can opt out at any time by contacting us or using unsubscribe options provided.

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## 12. Complaints

If you have concerns about how we use your data, please contact us first.

You also have the right to complain to the **Information Commissioner's Office (ICO)**:

**Website:** [www.ico.org.uk](http://www.ico.org.uk)

**Telephone:** 0303 123 1113

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## 13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

The latest version will always be available on our website.

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