



Privacy Policy

About us

Flynotes is a platform that supports digital communication in dentistry. Flynotes is committed to ensuring Data Protection compliance and supporting seamless integration.

Our Head Office address is:

Acea Ltd
Public Hall
1 Horse Guards Avenue
Westminster
London
SW1A 2HU
UK

Managing our Data Protection Activities

We have appointed a Data Protection Officer (DPO) to oversee our handling of personal data. You may contact the Data Protection Officer by email at dpo@flynotes.co.uk or by mail at our Head Office address above.

Purpose and scope of this privacy policy

This privacy policy provides information about how we handle information about people who visit our website and who use our services.

Our privacy policy provides you with a lot of information we have organised it to make it easy to read.

Your privacy matters to us, we respect your right to privacy and are committed to explaining clearly and honestly how we use the information we hold about you.

We do not knowingly collect information from children or other persons who are under 18 years old via our website.

The information we collect, how and why we use it

Website visitors

When you visit our website, we collect information about your visit, including information about which pages you visit and for how long, the website you came from and went to before and after visiting our website, and information about the device you used to access our website such as the type of phone/PC, operating system, and IP address. We may also place cookies on the device you use to access our website, further information about which is in our Cookie Policy

Profiling

We use the information marked with an asterisk (*) in the sections above to profile our customers and segment our database:

1. To help us to understand our customers and to help us identify and market to customers with similar characteristics.
2. To enable us to determine if products and services of other organisations are likely to be of interest to you.
3. To enable us to determine if you are likely to be suitable to take part in research we may be involved with from time to time (you will be asked directly for your permission for this)
4. To determine if our products and services of other organisations similar products and services may be of interest to you.

Social Media

We may obtain information about you from social media channels including Facebook and Twitter. We use content aggregators to manage social media content that refers to us so that we can monitor market sentiment towards our brand and address any complaints or brand issues raised on social media.

We may also process your data in order to identify people like you to send them marketing information. Should we use your data in this way your personal information will be anonymised.

If you have consented to marketing, we may use your personal data to generate targeted marketing on social media sites, for example Facebook. We send pseudonymised data in a way that only the intended end user can understand. We recommend you routinely review the privacy notices and preference settings that are available to you on social media platforms. If you do not wish to receive such targeted marketing generally, you are able to switch this off within the social media site.

Data entered by our customers

As a data processor, Acea Health Ltd manage both personal data and special category personal data (sensitive) on behalf of any data controllers that are under contract with the company. This personal and special category data is hosted within Amazon Web Services (AWS) in Dublin, with the data back up on servers in London.

For detail on AWS privacy follow this link:

<https://aws.amazon.com/privacy/>

In addition to the above, statistical data will be collected in order to improve services provided to you. This includes information such as when a consent form was accessed by a patient and the time taken to read these documents.

The types of Information that will be processed include:

- healthcare data entered directly into Flynotes
- healthcare data which has been transferred from external clinical systems into Flynotes
- consent choices within Flynotes

- user data including name, GMC or GDC number and contact details
- audit data in relation to users and patient level access to Flynotes
- statistical data relating to when patients access their documents and the time taken when viewing these documents

How long we store information for

Your rights

The UK's data protection laws provide you with certain rights: the right to request access to, rectification or erasure and portability of information relating to you as well as the right to request the restriction of our processing/use of information concerning you and the right to object to our processing in certain circumstances. You have the right to withdraw consent at any time for processing that is based on your consent and to information about how we are using information relating to you.

You may lodge a complaint about us with the Information Commissioner's Office if you believe we have not complied with our obligations. You can contact the Information Commissioners Office at www.ico.org.uk

Changes to this policy

We may change our privacy policy from time to time. If we change anything important (the information we collect, how we use it or why), we will undertake reasonable endeavours to make you aware of the changes such as by providing a link to the change on the website or telling you by email.

Contacting us

You can phone us or email us from our website at <https://www.flynotes.co.uk/> . If you have any questions about our privacy policy or our approach to data protection and privacy you may wish to send us and email.

Version control

Version No.	Changes
10 th May 2021	New Privacy Policy created