

Tooth Fairy Services Privacy Notice

Purpose

Tooth Fairy Services is a specialist, NHS service, within Paediatric Happiness Services in the UK to collect Baby Teeth as they naturally fall out. Tooth Fairy Services keeps these Baby Teeth safe, so that children are guarded against any malign influences, as it is thought that if a third party obtains a child's baby teeth it can gain undue influence over the happiness of that child. When the Tooth Fairies collect the teeth from each child they leaves a small remuneration in the form of money or a gift, the value of which is determined by the child's family.

Tooth Fairy Services is the Data Controller for all data it holds. All children are given a unique and specific Tooth Fairy Services number (TFS number) under which Tooth Fairy Services holds data used at the time of tooth collection (name and address of child, and NHS CHI number, ethnicity). Tooth collection data relating to all children that have used the service are stored separately from the child identifiers, which are retained securely for collation of data for subsequent tooth collections and for audit purposes.

Tooth Fairy Services holds data from children who have used its services for collecting Baby Teeth. This information is held securely and is not routinely shared with any third party. Tooth Fairy Services may share de-identified data with a third party for purposes directly related to its services or for improvement of services.

Legal Basis for processing

Tooth Fairy Services will process data in accordance with the General Data Protection Regulation and Data Protection Act 2018.

The legal basis for processing personal data is under Article 6(1)(e) – Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

The legal basis for processing special category data is under Article 9(2)(g) – Processing is necessary for reasons of substantial public interest on the basis of Union or Member State law which is proportionate to the aim pursued and which contains appropriate safeguards.

Retention Period

Tooth Fairy Services will destroy the teeth soon after collection but retain the data of children for 20 years for collation of data for subsequent tooth collections and for audit purposes. The data is stored securely on secure servers at the Tooth Fairy Services complex in central Nowhere. The data is only accessed by authorised personnel for the purposes of processing and service provision.

Subject Rights

Data protection law governs the use of personal information and gives you the right:

- To know how we **use** your personal information;
- To obtain **confirmation** that your personal information is being held or used by us; to **access** your personal information and additional information about how we use your

personal information. If you would like to request access to personal information we hold about you, you can do this by getting in touch with the Tooth Fairy Services Data Protection Officer at the address given below.

- To advise us of any inaccuracies in the personal health information we hold about you and the opportunity to **rectify** mistakes. If the personal information we hold about you is inaccurate or incomplete you have the right to have this corrected;
- To **object** to the processing and also request that further processing of your personal information is restricted, although there are some circumstances in which we would be unable to agree to this request. If you would like to object to, or request restriction of, our use of personal information about you, you can do this by getting in touch with the Tooth Fairy Services Data Protection Officer at the address given below.
- To **complain** to Tooth Fairy Services who employ a Data Protection Officer to check that we handle personal information in a way that meets data protection law. If you are unhappy with the way in which we use your personal information please tell our Data Protection Officer using the contact details below:

The Data Controller is:

Tooth Fairy Services, Titania Way, Oberon Town, Nowhere, UK. NO15 9WH

Should you wish to object to this processing of your data, or have any questions regarding these processes, please contact the Data Protection Officer at the following email address: Fairy.Nuff@toothfairy.service.uk