

Consent — Photographs, Social Media & Marketing

Optional — your care is exactly the same whether you agree or not

We sometimes take clinical photographs as a normal part of treatment (for example to record a tooth before and after, or to plan a denture). Separately, we would sometimes like to use photographs for teaching, our website or social media. This form lets you choose what you are happy with. It is completely optional and you can change your mind at any time.

Clinical photographs (part of your care)

Clinical photographs help us record, plan and monitor your treatment, and are kept in your records like the rest of your notes. These are used only for your care unless you also choose a marketing option below.

Using photographs for marketing (optional)

With your permission, we would like to use photographs (which may include 'before and after' images) for teaching, our website, social media, printed materials and advertising. Please choose only what you are happy with:

Please choose

- ☐ I agree to my photographs being used on the practice website.
- ☐ I agree to my photographs being used on social media (e.g. Facebook, Instagram).
- ☐ I agree to my photographs being used in printed or other marketing materials.
- ☐ I agree to images that may identify me (e.g. showing my face), not just my teeth.
- ☐ I do not want any of my photographs used for marketing (clinical use only).

Your rights (your data)

- Taking part is voluntary and your care is exactly the same either way.
- You can withdraw your consent at any time by telling us — we will stop any future use. Some materials already printed or shared (for example a post that has been re-shared) may not be possible to fully recall.
- We will not sell your images or pass them to unrelated third parties.
- We store images securely and keep them only as long as needed for the purpose you agreed to.
- You have rights under UK data protection law (the UK GDPR and Data Protection Act 2018), including the right to see what we hold and to ask us to delete it.
- Our lawful basis for marketing use is your consent; for clinical photographs it is the provision of your dental care.

How to withdraw

Tell any member of our team, or contact us using the details in the footer of this form. Please quote your name and date of birth.

Notes & customisation

Your consent

My consent. I have read and understood this form. I understand that marketing use is optional, that my care is unaffected by my choice, and that I can withdraw my consent at any time. The boxes I have chosen above show what I agree to.

Patient (or representative) name

Relationship to patient (if not the patient)

Patient / representative signature

Date

Dentist name

Dentist signature & date

Our **Home Visit Terms & Important Information** (which apply to all treatments) form part of this consent and are provided alongside it.