

Information for Patients and their representatives regarding the processing of personal data by Uśmiechnij Mi Się sp. z o. o. with its registered office in Warsaw

In accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter referred to as "GDPR"), Uśmiechnij Mi Się Sp. z o. o., with its registered office at ul. Burakowska 5/7, 01-066 Warsaw, correspondence address: ul. Sadowa 67, 32-600 Oświęcim, informs that:

1. Is the administrator of the data of **patients and their legal representatives** who have registered and used the services of Uśmiechnij Mi Się Sp. z o. o. Personal data will be processed for the purposes of:
 - ~ implementation of healthcare services and legal obligations resulting from the provisions of medical, tax and accounting law [Article 6(1)(b) and (c) and Article 9(2)(h) of the GDPR in connection with the relevant provisions of law],
 - ~ pursuing and determining claims or defending against them, which constitutes the legitimate interest of the Administrator [Article 6(1)(f) of the GDPR],
 - ~ conducting patient satisfaction surveys on the services provided, which constitutes the legitimate interest of the Administrator [Article 6(1)(f) of the GDPR], consisting in striving to provide the highest quality of services and improving them based on patient opinions,
 - ~ marketing, including disseminating the patient's image and sending them information about the company's promotions/offers, based on the consents obtained in this respect [Article 6(1)(a) of the GDPR].
2. Contact details of Uśmiechnij Mi Się sp. z o.o.: telephone number: +48 33 476 00 00, e-mail address: rejestracja@usmiechnijmisie.pl.
3. The Administrator has appointed a Data Protection Officer – Mrs. Paulina Gogolewska, who can be contacted in all matters relating to the processing of personal data via the e-mail address: iod@perfectinfo.pl.
4. The recipients of personal data will be: dental and diagnostic laboratories cooperating with the Administrator and entities providing services to the Administrator necessary for the provision of health services and registration (accounting, advisory, legal and IT).
5. Data will be stored for the periods required by law, and then until the claims expire. Data processed on the basis of consent expressed for this purpose will be stored until the consent is withdrawn or the Administrator ceases to implement the purposes for which the consent was obtained.
6. At any time, it is possible to withdraw the consent granted to the processing of data within the scope of the submitted declaration. Data processing carried out before the withdrawal of consent is not delegelized.
7. Under the terms of the GDPR, patients and their representatives have the right to:
 - ~ access to data, request their rectification, deletion or restriction of processing,
 - ~ transferring data,
 - ~ raise an objection to the processing of data,
 - ~ file a complaint with the supervisory authority—the President of the Personal Data Protection Office (ul. Stawki 2, 00-193 Warsaw), if it is found that the Administrator processes data in violation of the provisions of the GDPR.
8. Providing data necessary for the provision of healthcare services is a statutory requirement and a condition for concluding a contract. Refusal to provide data will make it impossible to provide services. Providing data that will be processed on the basis of consent is entirely voluntary. Refusal to provide data will prevent the Administrator from taking actions related to the granted consent (e.g. lack of notifications about current promotions).