LUSSO DENTAL

Clinical Photographs and Records

Questions and Answers

LUSSO DENTAL · WEST BYFLEET

54 Station Approach, West Byfleet, Surrey KT14 6NE · lusso.dental

FREQUENTLY ASKED QUESTIONS

Clinical Photographs and Records: your questions answered

Your choices about how we take, store and use clinical photographs and video of your teeth and face, from your clinical records only through to teaching and LUSSO marketing.

FREQUENTLY ASKED QUESTIONS

Your questions answered

Do I have to agree to photographs?

Clinical photographs are part of good record keeping and help us plan your care. If you prefer not to have them, we will talk about how this may affect treatment.

Will saying no to marketing affect my treatment?

No. Your care will be exactly the same whatever you choose for teaching and marketing.

Where are my images stored?

In our secure, encrypted clinical record system with restricted access, in line with UK GDPR and the Data Protection Act 2018. They are never kept on personal phones.

Will my name be shown?

No. We do not use your name with teaching or marketing images unless you separately ask us to, for example in a testimonial.

Can people still recognise me?

Possibly. Smiles and faces can be recognisable even when cropped. That is why full face use is a separate choice.

Can I change my mind later?

Yes. You can withdraw consent for teaching or marketing at any time. We will stop new use and remove images from our website and social media promptly.

Why do you watermark images?

A LUSSO watermark discourages copying and shows where an image came from. It cannot completely prevent misuse.

How long do you keep my images?

Clinical images are kept with your dental record, usually for at least 11 years for adults or until age 25 for children. Marketing use continues only while your consent is in place.

Can I see my images?

Yes. You can view them with us or request a copy as part of your right to access your records.

IMAGES, VIDEOS AND FURTHER READING

See it for yourself

Before and after photographs of Dr Kal's own work are in our smile gallery, and treatment videos are on our YouTube channel. These independent sources are also a good place to read more.

LUSSO smile gallery	Before and after images shared by patients who gave consent.
LUSSO technology	The cameras and scanners we use, with images.
GDC: what to expect from your dental team	Includes your right to confidentiality and consent. Text only.
GDC: information for patients	Patient information from the dental regulator. Text only.

Need us? Call 01932 507650 or WhatsApp 07835 798 611 in opening hours, or email hello@lusso.dental. Out of hours, call **NHS 111**. If you have difficulty breathing or swallowing, heavy bleeding that will not stop, or swelling spreading to your eye or neck, call **999** or go to A&E.

LUSSO
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Ready when you are

A purpose built private dental wellness clinic opposite West Byfleet station, led by Dr Kal. Implants, cosmetic dentistry, sedation and family care. Opening Q1 2027.

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For the first 150 patients to register: a Dental Wellness Assessment with Dr Kal, an advanced 3D scan, Digital Smile Design, a 30 minute hygiene visit and a professional whitening kit with custom trays. £49 is paid when you book and covers your trays.

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lusso.dental/new-patient-offer · Offer terms apply

SCAN TO REGISTER

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hello@lusso.dental

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