

<b>Policy Document</b>	<b>Privacy Policy</b>
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We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information. You can visit the Website without disclosing any information about yourself. We do not collect personal identifying information when you access the Website homepage and browse the Website without disclosing your personal data (except Cookies; see below under "Cookies").

### 1. What information do we collect?

We may collect, store and use the following kinds of personal data:

- a. information about your computer and about your visits to and use of this website (including [your IP address, geographical location, browser type, referral source, length of visit and number of page views]);
- b. information that you provide to us for the purpose of booking an appointment at Orchard Dental Practice, email notifications and/or newsletters ;
- c. any other information that you choose to send to us;
- d. other information relevant to patient care services or enquiries;
- e. medical information submitted by a referring dentist;

### 2. Cookies

When you visit this site we may send "cookies" to your computer primarily to enhance your on-line experience. "Cookies" are files which can identify you as a unique viewer and store your personal preferences as well as technical information. On their own, cookies do not contain or reveal any personal information. However, if you choose to furnish the site with personal information, this information may be linked to the data stored in the cookies.

We may also collect certain anonymous technical information when you visit many of our web pages such as the type of browser you are using, the type of operating system you are using and the domain name of your Internet service provider.

We use cookies and technical information to personalise your visit to our site (e.g., to recognise you by name when you return to our site) and to track customer trends and patterns. This helps us improve the design and content of our Website for visitors and assists us in our communications, marketing initiatives. Although most browsers are initially set up to accept cookies, you can set most browsers at any time to refuse all cookies or indicate when a cookie is being sent. However, please note that some parts of this Website may not function properly if you refuse cookies.

For more information on cookies and how to disable them you can consult the information provided by the Interactive Advertising Bureau UK at <http://www.allaboutcookies.org>.

### 3. Using your personal data

Personal data submitted on this website will be used for the purposes specified in this privacy policy or in relevant parts of the website. We may use your personal information to:

- a. enable your use of the services available on the website;
- b. send you general communications;
- c. send you email or SMS notifications;
- d. provide third parties with statistical information about our users – but this information will not be used to identify any individual user;
- e. deal with enquiries and complaints made by or about you relating to the website; and

We will not without your express consent provide your personal information to any third parties for the purpose of direct marketing.

### 4. Disclosures

We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes as set out in this privacy policy.

In addition, we may disclose information about you:

- a. to the extent that we are required to do so by law;
- b. in connection with any legal proceedings or prospective legal proceedings;
- c. in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);

Except as provided in this privacy policy, we will not provide your information to third parties.

#### **5. International data transfers**

Information that we collect may be stored and processed in and transferred between any of the countries in which we operate in order to enable us to use the information in accordance with this privacy policy.

Information which you provide may be transferred to countries which do not have data protection laws equivalent to those in force in the European Economic Areas (EEA).

You expressly agree to such transfers of personal information.

#### **6. Security of your personal data**

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure (password- and firewall- protected) servers. All electronic transactions you make to or receive from us will be encrypted [using SSL technology].

Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

#### **7. Policy amendments**

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

#### **8. Your rights**

You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you please write to:

The Practice Manager, Orchard Dental Practice, 146 Heath Road, Coxheath, ME17 4PL. Please note there may be an administration charge for this request and we will endeavour to provide the information within 40 days.

#### **9. Third party websites**

The website may contain links to other websites. We are not responsible for the privacy policies or practices of third party websites.

#### **10. Updating information**

If you believe that any information we are holding on you is incorrect or incomplete, please write to us at the above address or email as soon as possible. We will promptly correct any information found to be incorrect.

#### **11. Contact**

If you have any questions about this privacy policy or our treatment of your personal data, please write to us by email to [info@paylessdental.co.uk](mailto:info@paylessdental.co.uk)