

Privacy notice

Privacy Notice

This is the privacy notice of [Dentures Direct LTD](#) In this document, "we", "our", or "us" refer to [Dentures Direct LTD](#)

We are company number [05030738](#) registered in [United Kingdom](#)

Our registered office is at 484a Mansfield Road, Nottingham, NG5 2FB

Introduction

1. This is a notice to inform you of our policy about all information that we record about you. It sets out the conditions under which we may process any information that we collect from you, or that you provide to us. It covers information that could identify you ("personal information") and information that could not. In the context of the law and this notice, "process" means collect, store, transfer, use or otherwise act on information.
2. We regret that if there are one or more points below with which you are not happy, your only recourse is to leave our services immediately.
3. We take seriously the protection of your privacy and confidentiality. We understand that all visitors to our Clinic are entitled to know that their personal data will not be used for any purpose unintended by them, and will not accidentally fall into the hands of a third party.
4. We undertake to preserve the confidentiality of all information you provide to us, and hope that you reciprocate.
5. Our policy complies with UK law accordingly implemented, including that required by the EU General Data Protection Regulation (GDPR).
6. The law requires us to tell you about your rights and our obligations to you in regards to the processing and control of your personal data. We do this now, by requesting that you read the information provided at www.knowyourprivacyrights.org
7. Except as set out below, we do not share, or sell, or disclose to a third party, any information collected through our Clinic

The bases on which we process information about you

The law requires us to determine under which of six defined bases we process different categories of your personal information, and to notify you of the basis for each category.

If a basis on which we process your personal information is no longer relevant then we shall immediately stop processing your data.

If the basis changes then if required by law we shall notify you of the change and of any new basis under which we have determined that we can continue to process your information.

Information we process because we have a contractual obligation with you

When you create a patient profile, buy a product or service from us, or otherwise agree to our terms and conditions, a contract is formed between you and us.

In order to carry out our obligations under that contract we must process the information you give us. Some of this information may be personal information.

We may use it in order to:

- 1.1. verify your identity for security purposes
- 1.2. sell products to you
- 1.3. provide you with our services
- 1.4. provide you with suggestions and advice on products, services and how to obtain the most from using our services

We process this information on the basis there is a contract between us, or that you have requested we use the information before we enter into a legal contract.

Additionally, we may aggregate this information in a general way and use it to provide class information, for example to monitor our performance with respect to a particular service we provide. If we use it for this purpose, you as an individual will not be personally identifiable.

We shall continue to process this information until the contract between us ends or is terminated by either party under the terms of the contract.

Information we process with your consent

Through certain actions when otherwise there is no contractual relationship between us, such as when attending a consultation or asking us to provide more information about our services, you provide your consent to us to process information that may be personal information.

Wherever possible, we aim to obtain your explicit consent to process this information for example filling out our personal information form and signing.

Sometimes you might give your consent implicitly, such as when you send us a message by e-mail to which you would reasonably expect us to reply.

Except where you have consented to our use of your information for a specific purpose, we do not use your information in any way that would identify you personally. We may aggregate it in a general way and use it to provide class information.

If you have given us explicit permission to do so, we may need to pass your name and contact information to selected associates whom we consider may provide services to you, eg. Oral health check to continue with our services.

Both our organisation and the processor are public authorities between whom there is either a legally binding agreement or administrative arrangements approved by a supervisory authority in the European Union relating to protection of your information.

We continue to process your information on this basis until you withdraw your consent or it can be reasonably assumed that your consent no longer exists.

You may withdraw your consent at any time by instructing us in writing or email info@denturesdirect.biz However, if you do so, you may not be able to use our services further.

Information we process because we have a legal obligation

We are subject to the law like everyone else. Sometimes, we must process your information in order to comply with a statutory obligation.

For example, we may be required to give information to legal authorities if they so request or if they have the proper authorisation such as a search warrant or court order.

This may include your personal information.

Storage of personal data

It is handled in a way that ensures appropriate security, including protection against unlawful or unauthorised processing, access, loss, destruction or damage

Specific uses of information you provide to us

Information relating to your method of payment

We do not store information about your debit or credit card or other means of payment when you first provide it to us through our card machine

Credit reference

To assist in combating fraud, we share information with credit reference agencies, so far as it relates to clients or customers who instruct their credit card issuer to cancel payment to us without having first provided an acceptable reason to us and given us the opportunity to refund their money.

Data may be processed outside the European Union

Our Maxident dental software is supported by Maximssoftware in Canada.

Accordingly data obtained within the UK or any other country could be processed outside the European Union.

We use the following safeguards with respect to data transferred outside the European Union:

- 1.5. [the data protection clauses in our contracts with data processors include transfer clauses written by or approved by a supervisory authority in the European Union](#)
- 1.6. [we comply with a code of conduct approved by a supervisory authority in the European Union](#)
- 1.7. [we are certified under an approved certification mechanism as provided for in the GDPR](#)

Access to your own information

Access to your personal information

- 1.8. At any time you may review or update personally identifiable information that we hold about you.
- 1.9. To obtain a copy of any information , you may send us a request in writing or at info@denturesdirect.biz
- 1.10. After receiving the request, we will tell you when we expect to provide you with the information, and whether we require any fee for providing it to you.

Removal of your information

If you wish us to remove personally identifiable information from our clinic, you may contact us at info@denturesdirect.biz

This may limit the service we can provide to you.

Verification of your information

When we receive any request to access, edit or delete personal identifiable information we shall first take reasonable steps to verify your identity before granting you access or otherwise taking any action. This is important to safeguard your information.

Other matters

How you can complain

- 1.11. If you are not happy with our privacy policy or if you have any complaint then you should contact by calling, by writing or email info@denturesdirect.biz
- 1.12. If a dispute is not settled then we hope you will agree to attempt to resolve it by engaging in good faith with us in a process of mediation or arbitration.
- 1.13. If you are in any way dissatisfied about how we process your personal information, you have a right to lodge a complaint with the Information Commissioner's Office. This can be done at <https://ico.org.uk/concerns/>

Retention period for personal data

Except as otherwise mentioned in this privacy notice, we keep your personal information only for as long as required by us:

- 1.14. to provide you with the services you have requested;
- 1.15. to comply with other law, including for the period demanded by our tax authorities, GDC Policies
- 1.16. to support a claim or defence in court.

Compliance with the law

Our privacy policy has been compiled so as to comply with the law of every country or legal jurisdiction in which we aim to do business. If you think it fails to satisfy the law of your jurisdiction, we should like to hear from you.

However, ultimately it is your choice as to whether you wish to use our services.

Review of this privacy policy

We may update this privacy notice from time to time as necessary.

If you have any question regarding our privacy policy, please contact us.