Privacy and Cookie Policy

Privacy Policy

Background

The Denture Practice Ltd understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our customers and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About us

The Denture Practice Ltd. registered in England under company number 15860583.
Address: 14th Floor 33 Cavendish Square, London, United Kingdom, W1G 0PW.
Data Protection Officer: Avron Goss.
Email address: info@thedenturepractice.com.
Telephone number: 01902902114.
Postal address: 6 St Georges Parade, Wolverhampton, WV2 1BA.

The Denture Practice Ltd is an Appointed Representative of Citrus Compliance. Citrus Compliance is a trading name of Andrew Smith which is authorised and regulated by the Financial Conduct Authority.

2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What Is Personal Data?

Personal data is defined by the UK GDPR and the Data Protection Act 2018 (collectively, "the Data Protection Legislation") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.
The personal data that we use is set out in Part 5, below.

4. What Are My Rights?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:
The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions.
The right to access the personal data we hold about you. Part 10 will tell you how to do this.

- The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete.
- The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold.
- The right to restrict (i.e. prevent) the processing of your personal data.
- The right to object to us using your personal data for a particular purpose or purposes.
- The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.

- The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

5. What Personal Data Do You Collect and How?

We may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table. We do not collect any personal data relating to children and data relating to criminal convictions and/or offences.

Data Collected	How we Collect the Data
Identity Information including name, title, DOB	Direct interactions. You may give us your Identity, Contact and Financial Data by filling in forms (for example the Contact Us form on our website) or by corresponding with us by post, phone, email or otherwise.
Contact information including address, email address, telephone number.	Direct interactions. You may give us your Identity, Contact and Financial Data by filling in forms (for example the Contact Us form on our website) or by corresponding with us by post, phone, email or otherwise.
Financial Data, including bank account details, payment card details	Direct interactions. You may give us your Identity, Contact and Financial Data by filling in forms (for example the Contact Us form on our website) or by corresponding with us by post, phone, email or otherwise.
Meta Pixel	Use of Meta Pixel. We use the Meta Pixel on our website to better understand user behaviour, improve our advertising strategies, and deliver a more tailored experience. The Meta Pixel allows us to track certain actions users take on our website and use this information to measure the effectiveness of our advertisements across Meta platforms. Data collected through the Meta Pixel may include information about your activity on our site, such as pages visited or purchases made. Please note that this data is shared with Meta and is subject to Meta's Privacy Policy. You can learn more about how Meta handles your data by visiting their Privacy Policy directly (https://mbasic.facebook.com/privacy/policy).
Hubspot Domain Tracking	We use HubSpot, a third-party marketing automation service, which uses cookies and other tracking technologies to collect information about your interaction with our website. This helps us understand usage patterns, personalize content, and manage communications with our users. You can learn more about how HubSpot handles data by reviewing their privacy policy (https://legal.hubspot.com/privacy-policy).
Google	We use certain Google services to help us understand how visitors use our website and to improve the services we provide. These may include Google Analytics, Google Ads, Google Search Console, and related tools.

	Google Analytics – We use Google Analytics to collect information about how visitors use our site. This includes data such as pages visited, time spent on pages, and the type of device and browser used. This information is anonymised and used only for statistical purposes to help us improve our website and services. Google Ads & Remarketing – We may use Google Ads to display relevant advertising. Google and its partners may use cookies to serve ads based on your previous visits to our website. You can opt out of personalised advertising by visiting your Google Ads settings at: https://www.google.com/settings/ads/ Cookies – These Google services may use cookies or similar technologies to collect and store information. You can control or delete cookies through your browser settings. Data Sharing – No personal information such as your name, email, or contact details is shared with Google by us. Google may, however, process anonymised information about your use of our website in accordance with their own privacy policies. Further Information – To learn more about how Google collects and processes data, please visit: https://policies.google.com/technologies/partner-sites
Microsoft Clarity	We use Microsoft Clarity to help us understand how visitors interact with our website and to improve the website and our services. Clarity may collect information about how you use our website, including pages visited, clicks, scrolling, mouse movements, device and browser information, and may provide us with heatmaps and session recordings. Microsoft Clarity uses cookies and similar technologies to collect this information. These analytics cookies will only be used where you have provided the appropriate consent. Information collected through Clarity is processed by Microsoft in accordance with the Microsoft Privacy Statement. Further information is available at: https://privacy.microsoft.com/privacystatement
Recording Consultations	With your permission, we may audio-record a clinical consultation. We use a recording temporarily to help your clinician complete or check the permanent written clinical note and to support proportionate clinical quality assurance. We rely on our legitimate interests in accurate records, safe care and clinical governance, together with the health or social care condition for health information. We will ask separately before using an identifiable recording for internal staff training; that use relies on your explicit consent. A recording may include your voice, health information and the voices of anyone who joins the consultation. It is stored in a restricted, encrypted system using an internal reference rather than your name in the filename. Access is limited to authorised people who need it for the stated purposes or to handle a rights request, complaint, incident, safeguarding, legal or regulatory matter. We normally delete it automatically 90 days after it is made. We may keep a specific recording longer where it is needed for an active matter; any extended hold is documented and reviewed.

	You do not have to agree to recording. If you say no, or ask us to stop, your care will continue normally and the clinician will take written notes. You may object to use based on legitimate interests, withdraw training consent, ask for access or correction, and in some circumstances ask us to restrict or erase the recording. Contact info@thedenturepractice.com or, if email is not possible, telephone 01902 902114. You may also complain to the Information Commissioner's Office at ico.org.uk or 0303 123 1113.

6. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. Where you make an enquiry to use our services we will only collect data that will provide us with the information for us to complete your purchase.

Once you become a customer we will use your data for providing you with our support and to register you as a new customer. We will keep a copy of all email communications with you. Where we need additional information from we will request this from you. Where we need it for any other reason we will notify you of this.

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out. We will always obtain your express opt-in consent before sharing your personal data with third parties for marketing purposes and you will be able to opt-out at any time.

We will only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.
In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

7. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. By law we have to keep all information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for regulatory purposes.

8. How and Where Do You Store or Transfer My Personal Data?

We will only store your personal data in the UK. This means that it will be fully protected under the Data Protection Legislation.

We ensure that your personal data is protected under binding corporate rules. Binding corporate rules are a set of common rules which all our group companies are required to follow when processing personal data. For further information, please refer to the Information Commissioner's Office.

The security of your personal data is essential to us and to protect your data, we take a number of important measures, including the following:

- limiting access to your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality;
- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so;

9. Do You Share My Personal Data?

We may share your personal data with other companies in our group for the management of your account and/or treatment .

Your information may be shared with Citrus Compliance (our Appointed Representative Network Principal) for compliance and monitoring purposes.

If any of your personal data is shared with a third party, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law, as described above in Part 8.

If we sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.
In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

10. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".
All subject access requests should be made in writing and sent to the email or postal address.
There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

11. Changes to this Privacy Notice

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

This Privacy Notice was last updated on 20/08/2025.

12. Complaints

If you have any concerns about our use of your personal information, you can make a complaint to us at the above address.

You can also complain to the ICO if you are unhappy with how we have used your data.
The ICO's address:
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire

SK9 5AF
Helpline number: 0303 123 1113 ICO website: https://www.ico.org.uk

COOKIE POLICY

Use of Our Cookies

A Cookie is a small text file that is placed and stored on your computer, mobile or other devices by websites that you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information about visitor behaviors to the website owner. The Cookies collect information in an anonymous form, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited. All cookies used by and on Our Site are used in accordance with the current Cookie Law.

Before Cookies are placed on your computer or device, you will be shown a pop-up prompt requesting your consent to set those Cookies. by giving your consent here you are enabling Us to provide the best possible experience and service to you.

Certain features on Our Site depend on Cookies to function. Law deems these Cookies to be 'strictly necessary'. These Cookies are shown in the table below, your consent will not be sought to place these Cookies, but it is important that you are still aware of them. You may still block these Cookies by changing your internet browser's settings.

If you wish to deny consent to the placing of Cookies, however, certain features of Our Site may not function fully or as intended. You can also choose to delete Cookies on your computer or device at any time.