

Privacy & Cookies Policy for Inverleith Dentalcare

Effective Date: Jan 2025

Introduction

Inverleith Dentalcare ("we", "our", "us") is committed to protecting and respecting your privacy. This Privacy & Cookies Policy explains how we collect, use, and protect your personal data when you visit our practice or use our website.

By using our website and services, you agree to the collection and use of your personal information as outlined in this policy.

1. Information We Collect

We may collect and process the following data:

- **Personal Identification Information:** This includes your name, address, email address, phone number, and other contact details.
- **Medical Information:** This includes your medical history, dental records, and any other health information required for your care.
- **Website Usage Data:** Information about how you use our website, including IP address, browser type, device type, and website usage patterns.

2. How We Use Your Data

We use your personal data for the following purposes:

- To provide dental care and services.
- To communicate with you regarding appointments, treatment plans, and other related matters.
- To send you reminders, offers, or other relevant information related to our services (with your consent).
- To improve the functionality of our website and services.
- To comply with legal obligations.

3. Legal Basis for Processing Your Data

We process your personal data based on the following legal grounds:

- **Contractual necessity:** To provide the dental services you request.
- **Consent:** For marketing communications or specific processing where we ask for your consent.

- **Legal obligation:** For compliance with healthcare regulations and other legal requirements.

4. How We Protect Your Data

We implement security measures to protect your personal data from unauthorised access, alteration, or disclosure. However, please be aware that no method of data transmission or storage is completely secure, and we cannot guarantee the absolute security of your data.

5. Sharing Your Data

We do not share your personal data with third parties except:

- **Healthcare professionals:** When necessary for your care (e.g. referring you to a specialist).
- **Service Providers:** Trusted third-party providers who assist us in the operation of our practice, such as IT services and payment processing.
- **Legal Requirements:** If we are required by law to disclose your data.

6. Cookies Policy

We use cookies on our website to enhance user experience and gather information about website usage. Cookies are small text files placed on your device that help us to analyse website traffic, personalise content, and improve our services. You can control cookie preferences through your browser settings.

The cookies we use include:

- **Essential Cookies:** Necessary for the operation of our website and services.
- **Analytics Cookies:** Used to gather anonymous data about how visitors use our website, helping us improve its performance and user experience.
- **Functional Cookies:** Allow our website to remember choices you make, such as language or location.

You can choose to disable cookies through your browser settings, but this may affect your ability to use some features of our website.

7. Your Rights

Under data protection laws, you have the following rights regarding your personal data:

- **Right to access:** You can request a copy of the personal data we hold about you.
- **Right to rectification:** You can request that we correct any inaccuracies in your personal data.
- **Right to erasure:** You can request that we delete your personal data under certain conditions.

- **Right to restriction of processing:** You can request that we restrict the processing of your data in specific cases.
- **Right to data portability:** You can request a copy of your personal data in a structured, commonly used format.
- **Right to object:** You can object to certain types of data processing, such as direct marketing.

To exercise any of these rights, please contact us using the details below.

8. Retention of Your Data

We will only retain your personal data for as long as necessary to fulfil the purposes for which it was collected, or as required by law or regulatory requirements.

9. Third-Party Websites

Our website may contain links to other websites. Please note that we are not responsible for the privacy practices of third-party sites. We encourage you to review their privacy policies before providing any personal information.

10. Changes to This Privacy & Cookies Policy

We may update this Privacy & Cookies Policy from time to time. Any changes will be posted on this page, and the updated policy will take effect from the date of posting.

11. Contact Us

If you have any questions about this Privacy & Cookies Policy or would like to exercise your rights, please contact us:

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