



Privacy Policy

What is this Privacy Policy for?

This privacy policy is for Smile4Life Private Medical and Dental Practice located at 8A David Lane, NG6 0JU, Nottingham.

This Privacy Policy describes how we collect, use and safeguard the personal information you provide.

It also describes your choices regarding the use, access and deletion of your personal information.

If you think that we do not follow our Privacy Policy, you should first contact our manager to voice your concerns: millielubecki@gmail.com

If you have already become one of our patients or contacted us in the past and wish us to delete any personal information provided, please contact our manager: millielubecki@gmail.com

1. The Website

Our website and its owners take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. The website complies with all UK national laws and requirements for user privacy.

Use of Cookies

This website uses cookies to better the users experience while visiting the website. Where applicable this website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer / device.

This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer / device. Cookies are small files saved to the user's computer's hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website.

Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors.

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track



visitor usage.

The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information [<http://www.google.com/privacy.html>].

Other cookies may be stored to your computer's hard drive by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.

External Links

Although this website only looks to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text / banner / image links to other websites.)

The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Adverts and Sponsored Links

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, to whom may have detailed privacy policies relating directly to the adverts they serve.

Clicking on any such adverts will send you to the advertisers website through a referral program which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your computer's hard drive. Users should therefore note they click on sponsored external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

2. Social Media Platforms

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information



through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

Our website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

Shortened Links in Social Media

Our website and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy urls [web addresses] (this is an example: <http://bit.ly/zyVUBo>). Users are advised to take caution and good judgement before clicking any shortened urls published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine urls are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

3. Contact & Communication

In accordance with the new law – General Data Protection Regulation (GDPR) we Smile4Life Private Medical and Dental Practice located at 8A David Lane, NG6 0JU, Nottingham, are required to obtain a consent from all our patients allowing us to periodically contact them via phone, text, email or by letter in the post.

We would generally contact you to:

- to assist you in answering any questions or queries you may have submitted
- send you via e-mail informative/marketing materials about our services and exclusive offers
- confirm/cancel/re-book your appointment
- send you medical test results/medical documentation

Please note that all our telephone conversations with patients are not recorded. Your data will be treated in accordance with applicable data protection law. It will not be disclosed to anyone outside of Smile4Life, its affiliated or associated companies, and any other parties.



4. Keeping your Personal Data Safe

We employ a variety of physical and technical measures to keep your personal data safe and to prevent unauthorised access to, use or disclosure of it. Electronic data and databases are stored on secure servers in the European Union and we control who has access to them (using both physical and electronic means). These means include an electronic firewall and other protection measures that involve virus scanning, installation of security patches, vulnerability testing, backup and recovery planning, security audits and other steps designed to improve data protection. The server software (SSL) encrypts all the data you supply us. Our staff receive data protection training and we have a set of detailed data protection procedures which they are required to follow when handling personal data.

5. Individual Rights

The GDPR includes the following rights for individuals:

- Right to erasure (the “right to be forgotten”) - Individuals have the right to be forgotten. If an individual makes a written request to be forgotten, we must remove all data from our databases, which processes are handled by our manager. We will inform the individual once complete.
- Right of access
- Right of rectification
- The right to restrict processing
- Notifying third parties regarding rectification, erasure or restriction
- Right to object to processing
- Right to object to processing for the purposes of direct marketing
- Right to object to processing for scientific, historical or statistical purposes
- Right to not be evaluated on the basis of automated processing

6. Client Consent

In accordance to General Data Protection Regulation (GDPR), prior to your appointment at the clinic, you will be asked to consent to:



- processing and storing your data by the clinic and its subcontractors
- contacting you via e-mail, telephone, SMS or by post
- receiving informative/marketing materials about our services and exclusive offers via our newsletter

Your information will be kept purely for the maintenance of meeting the healthcare needs.

All information given to Smile4Life will be kept completely confidential.

No information will be passed to any third party, without your written consent – it also applies to sharing your medical records with your NHS GP.

Your consultation will happen in a closed room and chaperones will be available when required.

7. Erasure

We will be unable to erase client medical records, which are required as evidence of our clinical practice.

We will look at feasibility of removing records from “live” system to an archived system.

We will however, be able to delete individuals personal data from any email correspondence, booking and contact form data such as name, email, phone, DOB, contact message.

8. Updating this Policy

We may update this Policy at any time. When we do, we will post a notification on the main page of our Website and we will also revise the updated date at the bottom of this page. We encourage users to frequently check this page for any changes to stay informed about how we are helping to protect the personal data we hold.