

Privacy Policy

Last Updated: [Date]

This Privacy Policy describes how we collect, process, use, and protect the personal data of users who visit our website and use our services. Protecting your personal data is a priority for us, and we are committed to processing it in accordance with the **EU Regulation 2016/679 (GDPR)**, the **UK Data Protection Act (if applicable)**, and any other relevant legislation.

1. Who We Are

The data controller responsible for processing personal data is:

[Company Name]

Address: [Full Address, United Kingdom]

Email: [Contact Email]

Phone: [Phone Number]

As data controllers, we are responsible for the personal data we collect and process through our website.

2. Types of Data Collected

We collect different types of personal data depending on users' interactions with our website. The main categories of data collected include:

- **Contact Data:** Name, email address, phone number (collected via contact forms and newsletter registration).
- **Browsing Data:** IP addresses, browser details, and session information (collected via cookies to enhance user experience).
- **Treatment-Related Data (Advanced Form):** Patient name, practice details, treatment plan, and files uploaded by users via the advanced contact form.

3. How We Collect Data

We collect personal data in the following ways:

- **Contact Forms:** When you submit a contact form (both basic and advanced), we collect your name, email, phone number, and any additional details entered in the form (such as patient details, treatment plans, and uploaded files).
- **Newsletter Subscription:** When you sign up for our newsletter, we collect your email address to send promotions, updates, and information about our services.
- **Automatic Collection:** We also collect browsing data through cookies and similar technologies (to personalize your experience and gather analytics).

4. Purpose of Data Processing

Personal data is processed for the following purposes:

- **Service Provision:** To respond to your inquiries through the contact form and provide information about our products and services.
- **Direct Marketing:** To send promotional communications, offers, and updates via our newsletter, if you have given consent.
- **Clinical Treatment Management (Advanced Form):** To collect information regarding clinical treatments, including treatment plans and additional files necessary for consultation.
- **Customer Relationship Management:** Data may be synchronized with our HubSpot system to optimize communications and marketing management.

5. Legal Basis for Processing

The processing of personal data is based on the following legal grounds:

- **Consent:** For sending newsletters and promotions (you can withdraw your consent at any time).
- **Contractual Obligation:** For the provision of requested services, such as consultations or responding to contact form inquiries.
- **Legal Obligation:** When required to retain data for legal purposes (e.g., tax record retention).
- **Legitimate Interests:** For customer relationship management, service improvement, and communication optimization (especially through HubSpot).

6. Data Recipients

The collected data may be shared with the following recipients:

- **HubSpot:** User data will be synchronized with our HubSpot account to manage marketing and customer relations.
- **Service Providers:** Such as hosting platforms, payment processors, and email marketing services that process data on our behalf.
- **Legal Authorities:** If required by law or to protect our legal rights.

Your data will **not** be sold or rented to third parties for marketing purposes without your explicit consent.

7. Data Retention

Personal data will be retained for as long as necessary to fulfill the purposes for which it was collected or to comply with legal obligations. For example:

- **Marketing Data:** Contact details for newsletters will be stored until you unsubscribe or withdraw consent.
- **Treatment-Related Data:** Will be retained for the duration necessary to provide the requested service.

8. Your Rights

Under the **GDPR**, you have the following rights:

- **Right of Access:** You can request a copy of the personal data we process about you.
- **Right to Rectification:** You can request the correction of inaccurate or incomplete data.
- **Right to Erasure:** You can request the deletion of your data unless legal retention obligations apply.
- **Right to Restriction:** You can request the limitation of processing in certain situations.
- **Right to Data Portability:** You can request your data in a machine-readable format.
- **Right to Object:** You can object to the processing of your data for direct marketing purposes.
- **Right to Withdraw Consent:** You can withdraw consent for data processing at any time.

To exercise your rights, contact us at **[Contact Email]**.

9. Data Security

We implement appropriate security measures to protect your personal data from unauthorized access, misuse, loss, alteration, or destruction. While we strive to ensure the highest level of security, no electronic transmission or storage system is completely secure.

10. Cookies and Similar Technologies

Our website uses cookies to enhance your browsing experience. Cookies allow us to personalize content and analyze web traffic. You can choose to disable cookies through your browser settings. For more details, see our **[Cookie Policy]**.

11. Data Transfers Outside the EU

If your data is transferred outside the **European Union (EU)**, we ensure that it is protected by appropriate security measures, such as the **Standard Contractual Clauses (SCCs)** approved by the European Commission.

12. Changes to this Privacy Policy

We reserve the right to update this **Privacy Policy**. Any changes will be posted on this page, with the date of the last update indicated. We encourage you to review this page regularly to stay informed about our privacy practices.