

PRIVACY POLICY AND GDPR REGULATIONS

For Excel Dental Centre and Brooklyn Court Dental Practice Website

Our Statement Of Intent regarding Protection Of Data and the Right of Privacy

- User privacy and data protection are human rights
- We have a duty of care to the people within our data
- Data is a liability, it should only be collected and processed when absolutely necessary
- We will never sell, rent or otherwise distribute or make public your personal information

Relevant Legislation

Along with our business and internal computer systems, this website is designed to comply with the following national and international legislation with regards to data protection and user privacy:

- [UK Data Protection Act 1988 \(DPA\)](#)
- [EU General Data Protection Regulation 2018 \(GDPR\)](#)

Personal Information we collect and why we collect it

This website collects and uses personal information for the following reasons:

Like most websites, this site uses Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website.

Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer's IP address which could be used to

personally identify you but Google do not grant us access to this. We consider Google to be a third party data processor.

GA makes use of cookies, details of which can be found on [Google's developer guides](#). Our website uses the analytics/ implementation of GA.

Disabling cookies on your internet browser will stop GA from tracking any part of your visit to pages within this website.

Contact Forms and E- mail links

Should you choose to contact us using the contact form on our [Contact us page](#) or an email link like [this one](#), none of the data that you supply will be stored by this website or passed to / be processed by any of the third party data processors . Instead the data will be collated into an email and sent to us over the [Simple Mail Transfer Protocol \(SMTP\)](#). Our own SMTP servers are protected by SSL, meaning that the email content is encrypted. The email content is then decrypted by our local computers and devices. However, not all mail servers are secured in such a way. Therefore, we would suggest that you always **consider email as an insecure medium** and not include personal, confidential or otherwise sensitive information within an email.

The Servers Website Security

This website is hosted by [Siteground Hosting](#) within a UK data centre located just outside London.

Some of the data centre's more notable security features are as follows:

- 3m rota-spike security fence and perimeter anti ram barriers
- Blast proof anti-intruder shielded external windows and doors
- Proximity access locks on all external and internal doors
- Interlocked man-trap doors with biometric iris scanners to gain access into data floors
- Server cabinets have locked doors (no open racks)
- Perimeter and internal IP CCTV system monitored 24x7
- 24x7 on-site security guards with static and mobile patrols
- All on-site personnel are security vetted to BS7858 standard
- Only authorised security cleared staff are allowed into the facility

All traffic (transferral of files) between this website and your browser is encrypted and delivered over [HTTPS](#).

Your Right to Delete Information

Under the GDPR every client could request “to be forgotten”, meaning all their data has to be deleted and never used again, except in certain circumstances, which may include having to keep processing your personal information to comply with a legal obligation

Data Breaches

We will report any unlawful data breach of this website’s database or the database(s) of any of our third party data processors to any and all relevant persons and authorities within 72 hours of the breach if it is apparent that personal data stored in an identifiable manner has been stolen.

Data Protection Officer

Mrs Safiyah Mohammedbhai

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