

Dental Business Club

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## Cookies Policy

### Use of cookies and similar technologies

Dental Business Club (DBC) website uses cookies to distinguish you from other users on our website. Cookies also provide us with information about how the DBC website is used so we can keep it as up to date, relevant and error free as possible.

A cookie is a small text file that we store on your device if you agree.

Our website uses cookies to distinguish you from other users of our website. Cookies also provide us with information about how this website is used so we can keep it as up to date, relevant and error-free as possible. Further information about the types of cookies that may be used on this website is set out below:

**Strictly necessary cookies.** These are cookies that are essential to the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website or use a shopping basket.

**Analytical/performance cookies.** These cookies allow us to recognise and count the number of visitors to our website and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

**Functionality cookies.** These cookies are used to recognise you when you return to our web- site. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

**Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

## Data Controller and ICO notification

The website is owned by DBC and the data controller is Danielle Jones. The data controller is responsible for and controls the processing of your personal data in accordance with the Data Protection Act 1998 (the "Act"). We are registered with the Information Commissioner's Office.

### Disclosure of your personal data

We may disclose your personal data:

- to other companies within our group
  - if we sell our business to a third party
  - to our agents and service providers (e.g. providers of web hosting or maintenance services)
- in any other case where we are required to do so by law or if we believe that such action is necessary to prevent fraud or cybercrime or to protect the website or the rights, property or personal safety of any person.

### Security

We place great importance on the security of all personally identifiable information associated with our users. We have security measures in place to attempt to protect against the loss, misuse and alteration of personal information under our control.

We will use technical and organisational measures to safeguard your personal data, for example:

We store your personal data on secure servers and payment details are encrypted using SSL technology.

You should bear in mind that submission of information over the internet is never entirely secure. We cannot guarantee the security of information whilst it is in transit over the internet and any such submission is at your own risk. All we can do is use all our reasonable efforts to safeguard your data and ensure that we maintain a reliable and safe environment to use your data.

It is advisable to close your browser when you have finished your user session to help ensure others do not access your personal information if you use a shared computer or a computer in a public place.

We may also monitor who accesses our website, for example we may automatically collect access information about you such as: the type of internet browser you use; the website from which you have come to our website and your IP address (the unique address which identifies your computer on the internet) which is automatically recognised by our web

server. Such information enables us to assess and build a profile of our users. We use this information to:

- improve the layout and/or content of the pages of our website and customise them for users

If you are concerned about your data, you have the right, subject to the payment of a small fee (currently £10), to request access to the personal data which we may hold or process about you.