

The Dental Business Club

207/12 Easter Road

Edinburgh EH6 8LG

0131 208 4444

## **PRIVACY POLICY**

Dental Business Club (DBC) is committed to protecting your privacy online.

We appreciate that you do not want the personal information you provide to us distributed indiscriminately and this policy explains how we collect information about you, what we do with it and what controls you have.

Who are we?

The website is owned by DBC and the Data Controllers are PayPal and Realex and Danielle Jones, Managing Director of DBC. The Data Controller is responsible for and controls the processing of your personal data in accordance with the Data Protection Act 1998 (the "Act"). All are registered with the Information Commissioner's Office.

### Personal data we may collect about you

We can only provide the product and services ordered by you if you provide us with your personal data. For the purpose of providing these services, we collect personal data about you such as:

Name, address, contact details, payment method.

We will use the information you provide for the purposes described in this privacy policy to which you agreed to at the time your data was obtained.

Your personal data will be used to provide the information, goods and services offered through our website to you, for billing and order fulfilment.

DBC will never pass your details to a third party.

### E-mail marketing

If you sign up to our newsletter, we may use your e-mail address to send you information about our products and services. At any stage you can ask us to stop using your personal data for direct marketing purposes. You can opt out of receiving any marketing communications from us by following the unsubscribe options in the email or emailing [Danielle@DentalCaBS.co.uk](mailto:Danielle@DentalCaBS.co.uk) directly.

We may use your e-mail address to send you information about products or services that are the same as or similar to those that you have ordered from us and that we think you may find useful. We will do so only if you have indicated that you do not object to being contacted for these purposes. At any stage you have the right to ask us to stop using your personal data for direct marketing purposes by emailing to [Danielle@DentalCaBS.co.uk](mailto:Danielle@DentalCaBS.co.uk).

Furthermore, your personal data will be used to :

- administer your account with us;
- verify and carry out financial transactions in relation to payments you make online;
- audit the downloading of data from our website;
- improve the layout and/or content of the pages of our website and customise them for users;
- identify visitors to our website
- carry out research on our users' demographics and tracking of sales data

#### Monitoring

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 web- site 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; and improve function and accessibility of the site