

# PRIVACY POLICY

## Introduction

Data protection and privacy laws of the European Union (EU), EU Member States, require Dental Dynamix to provide you with certain information applicable to its collection of your personal data. Dental Dynamix is committed to ensuring that any personal data supplied by its customers or otherwise generated by its business activities is collected and processed fairly and lawfully.

The purpose of this policy is to explain how Dental Dynamix collects, protects, and uses personal data to enable us to provide a high quality of service that would be expected from a secure data storage company.

## What types of personal data does Dental Dynamix collect?

Here at Dental Dynamix we need certain personal data to enable us to provide products and services to our customers and end users. The data collected will generally include: company name, postal address, individual contact names, telephone number and email address also contact names for delivery, installation, support and invoicing.

We do not store any financial or credit card information.

## How does Dental Dynamix obtain Personal Data?

Dental Dynamix obtains personal data in a various ways, including from orders placed by customers, both businesses and consumers (whether by telephone, e-mail, Internet or by website application form), from enquiries made by existing customers and potential customers (including information gathered at marketing events and via the Internet) and from vendors, contractors or applicants for employment.

A name, address (postal and e-mail) and telephone number are the most important pieces of information, particularly for customers, but also for job candidates. We may request other information, based on, for example, the service(s) being ordered or promoted. Dental Dynamix also obtains data from resellers who pass on data to the company about their end users.

## Use of Cookies

Dental Dynamix may also use "cookies" and similar technology to obtain information about your visits to our websites or your responses to e-mail from us - both individually and in an aggregated form that does not identify you.

These reporting tools tell us about parts of our websites or e-mails in which you showed an interest or took some action, and help us improve the quality and usefulness of our sites. At Dental Dynamix, we primarily use cookies to determine what services or promotions are of interest to you.

While cookies help us improve your experience while visiting our website you have the option to block them through your Internet browser or other commercially available software. However, doing so may make some of our sites' features unavailable to you.

## How does Dental Dynamix use the Personal Data it holds?

Providing and Improving our Dental Dynamix Service, Dental Dynamix uses the personal data it collects to provide a service to its customers. Such uses include enabling your account, billing, technical support, product development, fraud detection and prevention, regulatory or law enforcement requirements. In addition, Dental Dynamix will also use data to improve on the level and type of service Dental Dynamix offers to its customers. As part of this interest in improving the service provided, Dental Dynamix may also process personal data for the purposes of customer use analysis and reporting.

Dental Dynamix may also use your personal information to contact you regarding additional products and services.

## To whom does Dental Dynamix disclose Personal Data?

Dental Dynamix will pass personal data internally in order to fulfil sales and support obligations as well as to finance to enable invoicing.

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As a general rule, Dental Dynamix does not disclose personal data to unaffiliated third parties except, as communicated to you during your service order, where such disclosures would be necessary for Dental Dynamix to provide the service to you. Such necessary disclosures would occur in accordance with applicable laws and may include:

instances where Dental Dynamix has contracted with third parties to assist in providing services to Dental Dynamix customers, including such elements as delivery, installation and systems support;  
where Dental Dynamix is under an obligation by law to disclose personal data; or  
where we believe that a disclosure is necessary to identify, contact or bring legal action against individuals who may be endangering public safety or interfering with Dental Dynamix property or services, or with our customers' or others' use of them.

### How does Dental Dynamix protect the Personal Data it holds?

Dental Dynamix takes customer confidentiality and security very seriously. We have implemented the appropriate technical and organisational security measures to protect your personal information, including internal security procedures that restrict access to and disclosure of personal data within Dental Dynamix. We also use encryption, firewalls and other technology and security procedures to help protect the accuracy and security of your personal information and prevent unauthorized access or improper use. For example, you will note that while using some features of the website and online services, you will need to submit a password or some other type of authenticating information.

Dental Dynamix will also actively investigate and cooperate with law enforcement agencies regarding any allegations of abuse or violation of the system.

### Data Protection Rights

You may access update, and correct, rectify or delete your personally identifiable information, and may change your marketing preferences at any time by contacting Customer Service through the telephone phone number or email address on your invoice, or through the company contact information shown on the website, [www.dentaldynamix.co.uk](http://www.dentaldynamix.co.uk)

Please note, however, that choosing to delete some types of personal information may prevent us from supplying certain services to you as a customer, vendor or partner, or responding to your queries as a job applicant or contractor. In order to better protect you and safeguard your information, we take steps to verify your identity before granting access or making corrections.

### Contact Details

For questions regarding this policy, please contact Dental Dynamix, details as follows:

Dental Dynamix Imaging Ltd.

Sturdee House

90a Sturdee Avenue

Gillingham

Kent

ME7 2HN

Telephone number: 0844 800 9698

Email: [info@dentaldynamix.co.uk](mailto:info@dentaldynamix.co.uk)

### Policy Updates

As part of Dental Dynamix commitment to compliance with data privacy requirements, and to reflect changes in its operating procedures, Dental Dynamix may update the terms of this policy from time to time.