

Privacy Policy & Cookies

May 2018

Ashford Orthodontics takes your privacy very seriously. This Privacy Policy sets out the basis on how any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. The Policy also explains your personal data rights under the General Data Protection Regulation [GDPR].

How We Use Your Information

We will never share or sell your details on to any other companies and we have processes in place to keep your information as secure as possible.

You can visit our websites without giving any details about yourself and we never store access data in server log files.

We only collect and store the data you supply to us so that we can successfully deliver the service you require, such as a statement, e-shot or newsletter. We will never send you information, unless you have given us permission to do so.

By completing these data fields on the consent form, you are giving us the legal basis and consent for us to hold and use this data.

We will store your information until it is no longer needed, after the expiration of statutory preservation duties, either upon you deleting your account or you sending us a request to delete it.

Who Helps Us Process Your Information?

We don't use any external service providers for technical data analysis and development, processing and/or storage.

Should there be a security breach, we follow strict procedures as defined by the Information Commissioner's Office [ICO]. We regularly check our systems to ensure they are safe and we promise that in the unlikely event of a security breach, we will let you know.

Data use when signing up with us

Your data is stored on our secured servers and is only accessible to selected Ashford Orthodontic employees, such as customer service agents for the provision of technical support. We will never share your personal data with third parties and will delete all stored data once it is no longer needed.

By sending Ashford Orthodontics your work, it will be taken that you have read this privacy policy, that you are over 18 years of age and that you consent to us having access to your information.

Use of cookies

Although we don't currently use them, we reserve the right to introduce the use of cookies when you visit our site.

How to delete cookies

If you want to delete any cookies that are on your computer the "help section" in your browser should provide instructions on how to locate the file or directory that stores cookies. Alternatively, you can click on the links provided below.

Deleting cookies:

- Using [Google Chrome](#)
- Using [Internet Explorer](#)
- Using [Safari \(Mac\)](#)
- Using [Safari \(iPhone or iPad\)](#)
- Using [Microsoft Edge](#)
- Using [Firefox](#)

Please note that disabling cookies may limit your access to some features of our website.

Your Rights

Under the new General Data Protection Regulation [GDPR] of 25th May 2018, you have the following rights with regards to your data:

Right to be informed

You have the right to be informed about the collection and use of your personal data. This Privacy Policy should provide you with the information you need to understand how Ashford Orthodontics uses your data. We will update you on any changes we make.

Right of Access

You have the right to access the personal data that Ashford Orthodontics holds for you.

Right to Rectification

You have the right to have inaccurate personal data rectified, or completed if it is incomplete.

Right to Erasure

You have the right to have any personal data we hold to be deleted. The right to erasure is also known as 'the right to be forgotten'.

You can unsubscribe from our newsletters / electronic information services at any time. This will not erase your data from any other service you have signed up for, but it will stop any marketing emails being sent to you.

Right to Restriction

You have the right to request the restriction or suppression of your personal data. This means Ashford Orthodontics are permitted to store your personal data, but not use it. However, this may make the delivery of certain services impossible.

Right to Data Portability

The right to data portability allows you to obtain and reuse the personal data Ashford Orthodontics holds on you for your own purposes across other services. This allows you to move, copy or transfer personal data easily from one IT environment to another in a safe and secure way, without hindrance to usability.

Right to Object

You have the right to object to Ashford Orthodontics processing your data if you believe we do not have a legitimate reason for processing it, for example, direct marketing. Please direct any objections you have to our website contact form

Rights in relation to automated Decision Making & Profiling

This right refers to data processing that is done automatically without human involvement. In the case of Ashford Orthodontics, this refers to our newsletter and website, where we may use information we collect to tailor our marketing messages and product information to you.

You can make requests regarding any of these rights via an email to our contact page on the website. We will action these requests free of charge within 4 weeks of the request being received.

Any Questions?

If you have any questions about this policy, you may contact us at info@ashfordorthodontics.co.uk