

# Calm & Gentle

D E N T A L C A R E

G R O U P

*Exceeding Expectations in Dentistry*

## *Privacy Policy*

The Calm & Gentle Dental Care Group understands how important your personal information is and we appreciate your trust in us to use it carefully and sensibly.

This notice describes the privacy policy of the Calm & Gentle Dental Care Group.

By visiting [calmandgentledentalcare.co.uk](http://calmandgentledentalcare.co.uk), [calmandgentledentalcarerustington.co.uk](http://calmandgentledentalcarerustington.co.uk), [wellingdental.co.uk](http://wellingdental.co.uk) or any other websites belonging to the Calm & Gentle Dental Care Group, or becoming a patient, you are accepting and consenting to the practices described in this Privacy Notice.

Any personal information provided to or to be gathered by the Calm & Gentle Dental Care Group is controlled primarily by Hanover House Healthcare Ltd. Registered office is at Third Floor Scottish Mutual House, 27-29 North Street, Hornchurch, Essex, United Kingdom, RM11 1RS, UK company registered number is 10187514.

The information we learn from patients and users of our websites helps us personalise and continually improve your experience. We use the information to communicate with you about offers, products and services, update our records and generally maintain your accounts with us, display content such as wish lists and customer Reviews and recommend businesses and services that might be of interest to you.

Here are the types of information we gather.

Information You Give Us:

We receive and store any information you enter on our website or give us in any other way. You can choose not to provide certain information but then you might not be able to take advantage of many of our features. We use the information that you provide for such purposes as responding to your requests, customising future offers for you, improving our Site and communicating with you.

Automatic Information:

We receive and store certain types of information whenever you interact with us. For example, like many websites, we use "cookies" and we obtain certain types of information when your Web browser accesses one of our websites. A number of companies offer utilities designed to help you visit websites anonymously. Although we will not be able to provide you with a personalised experience if we cannot recognise you, we want you to be aware that these tools exist.

To help us make e-mails more useful and interesting, we often receive a confirmation when you open e-mail from us if your computer supports such capabilities. If you do not want to receive e-mail or other mail from us but have already opted in to do so, please email us on [marketing@calmandgentledentalcare.co.uk](mailto:marketing@calmandgentledentalcare.co.uk).

Cookies are most often small text files that websites may put on your computer whilst you are browsing. Cookies are used for many different purposes. For more on how we use Cookies, please see our Cookies Policy.

Information about our patients and website users is an important part of our business and we are not in the business of selling it to others.

If you have any concern about your privacy, please send a thorough description to [marketing@calmandgentledentalcare.co.uk](mailto:marketing@calmandgentledentalcare.co.uk), and we will try to resolve the issue for you. Our business changes constantly and our Privacy Notice and the Terms & Conditions will change also. You should check our website frequently to see recent changes.