

Privacy Policy

Latest update: December 2019

This privacy policy sets out how Oxford Dental Centre uses and protects any information that we collate when you use this website.

Oxford Dental Centre is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Oxford Dental Centre may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

We may collect the following information:

What we collect

- name and job title
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over those other websites. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by

this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes.
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us using our online form.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of your personal information, please email: info@oxforddentalcentre.co.uk or telephone: 01865515806.

If you believe that any information, we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

Display Advertising

Our website has been setup to use Google Analytics to collect data about web traffic to our website implementing the use of Display Advertising and Google's DoubleClick cookie. In addition to data collected through the standard Google Analytics implementation, we have also implemented Display Advertising (e.g. Remarketing).

Visitors to our website can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the Google's Ads Preferences Manager (Ads Preferences Manager).

You may also opt out using the Google Analytics opt-out browser add-on (Google Analytics opt-out browser add-on).

Remarketing Policy

Our website may use Remarketing with Google Analytics to advertise online. Third-party vendors, including Google, show our adverts on websites (other than our own) on sites across the Internet.

We and third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on visitors past visits to our website.
