



Privacy Policy – Dental Icon

Effective Date: 01/07/2025

1. Introduction

G Smiles Ltd, trading as Dental Icon, (“we”, “us”, or “our”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal data when you use our website and services.

Our registered address is:

2A Halifax Road, Hipperholme, Halifax, HX3 8ER

Company number: 13150223

If you have any questions about this policy or how we handle your data, please contact us at:

Email: info@dentalicon.co.uk

Phone: 01422 487365

2. What Personal Data We Collect

We may collect and process the following categories of data:

- Personal Identification Information: Name, date of birth, address, phone number, email address.
- Health Information: Relevant medical and dental history, treatment records (only when submitted via online forms or secure portals).
- Payment Details: For billing purposes (if applicable).
- Technical Data: IP address, browser type, operating system, and usage data via cookies.

3. How We Collect Your Data

We collect data in the following ways:

- When you fill out forms on our website (e.g. contact us, appointment booking).
- When you email or call us.
- When you visit our website (via cookies and analytics tools).

4. How We Use Your Data

We use your personal data to:

- Provide dental care and treatment.
- Contact you regarding your appointments or queries.
- Process payments.
- Comply with legal and regulatory obligations.
- Improve and maintain our website.

We will only use your data when we have a lawful basis, such as:

- Your consent.
- Fulfilling our contract with you.
- Complying with a legal obligation.
- For our legitimate interests (e.g. service improvement, fraud prevention).

5. Sharing Your Information

We may share your data with:

- Dental laboratories and specialists involved in your care.
- IT service providers for website hosting and email.
- Regulatory authorities if legally required.
- Payment processors (if applicable).

We never sell your data to third parties.

6. How We Store and Protect Your Data

Your data is stored securely on our practice management systems and/or trusted third-party services with robust security measures in place.

We keep your data only as long as necessary:

- Patient records: Typically 11 years (or until the patient is 25, if under 18).
- Website contact forms: Up to 12 months unless part of ongoing care.

7. Your Rights Under UK GDPR

You have the right to:

- Access the data we hold about you.
- Correct any inaccurate information.
- Request deletion of your data (subject to legal exceptions).
- Restrict or object to processing.
- Data portability (where applicable).

- Withdraw consent at any time (where processing is based on consent).

To exercise these rights, please contact us at [Insert contact email].

8. Cookies and Analytics

Our website uses cookies to enhance user experience and collect usage data through tools like Google Analytics.

You can control or disable cookies through your browser settings. For more information, please see our Cookie Policy.

9. Links to Other Websites

Our site may contain links to third-party websites. We are not responsible for the privacy practices of other sites. We encourage you to read their privacy policies.

10. Updates to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with a new effective date.

11. Contact Us

If you have any concerns or would like to make a complaint, please contact:

Practice Manager
Dental Icon
Email: info@dentalicon.co.uk
Phone: 01422 487365

You can also contact the Information Commissioner's Office (ICO):
Website: <https://ico.org.uk>