

PRIVACY POLICY

We respect your privacy and will handle your personal information with care. This privacy policy forms part of the website terms and conditions and sets forth the way we collect, use, process, retain and disclose your personal information. By visiting, accessing or using our website you agree to the terms included in this privacy policy.

1) Personal Information Collected

- When performing a smile assessment using our “smile builder” we will collect your identifying information including name, age, dental and orthodontic history,
- When booking an assessment using one of our website forms, we will collect your contact and identifying information which includes your name, email address, contact number, home address, ID number and photo.
- When making a purchase, we will collect your contact information which includes your name, email address, contact number, delivery address as well information on the services we provided to you which includes what product you purchased, when and where the purchase took place and the amount you paid.
- Your account login details for our website i.e. username and password.
- Information about the device used to access our website (such as the make, browser and IP address) as well as user behaviour on how you use our website.

2) How We Use and Share Your Personal Information?

We will not sell, rent or disclose your personal information to any third party other than for the reasons set out below:

- To our employees and/or third-party service providers who assist us in processing orders, delivering items to you and processing refunds.
- To law enforcement, government officials, fraud detection agencies or other third parties when we believe in good faith that the disclosure of personal information is necessary to comply with the law or any legal processes, prevent fraud, abuse or misuse of our website and to prevent financial loss.
- Our website uses third party services such as Google Analytics. These third-party services do not identify individual users or associate your IP address with any other data held by Google. We use reports provided by Google Analytics to help us understand website traffic and web page usage.
- All credit card transactions are handled by a POS system and therefore they receive your payment details from you. The information they collect includes payment method, purchase amount, date of purchase, and payment method information.

3) Your Rights

You have the following rights under data protection legislation in relation to the personal information we collect about you:

- The right to access a copy of the personal information we hold about you.
- The right to correction of inaccurate personal information we hold about you.
- The right to restrict our use of your personal information.
- The right to be forgotten.
- The right of data portability.
- The right to object to our use of your personal information.

Should you wish to receive a copy of the information we hold about you or if you would like to update your details or remove your details, please send us an email using the contact form on the website.

4) How Long We Use Personal Data For?

We will not keep your personal data for longer than is necessary. This time frame varies depending on what the personal information was collected for.

5) How We Protect Personal Information?

The following are some of the measures we have in place for protecting your personal information:

- We make use of firewalls, user verification and data encryption.
- We only authorise access to trusted employees who need the information to fulfil their job function.
- We regularly monitor our systems for possible vulnerabilities and attacks.
- Information that is transmitted is protected by encrypting it.

6) Links

We may provide links to other websites and/or social media pages. Please note we are not responsible for the privacy policies of third-party websites and advise you to review the privacy policies for the websites you visit.

7) Cookies Policy

We make use of cookies which are small text files that are transferred to your device when you visit our website. These files do not contain personal information rather a personal identifier which allows us to associate your personal information with a specific device. The cookies on our website are also used for the following:

- Helps makes the website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.
- Helps us to identify repeat visitors and facilitate the visitors on-going access to the website.

- Helps us to understand how visitors interact with our website by collecting and reporting data such as domain, IP address, browser used, date and time of visit, pages you visit.
- Sends data to Google Analytics about the visitor's device and behaviour.
- Cookies from Google assists us in displaying targeted advertising based on what is considered most relevant depending on what websites you have previously visited.

8) Privacy Policy Changes

We may change the T&Cs of this policy at any time. If changes do occur, we will update this page accordingly and post a notification in a prominent place on our website. The amended privacy and security policy will supersede and replace any previous policies with effect from the date on which it is posted on our website.

9) Contact Us

Should you have any queries relating to our Privacy Policy, please send us an email using the contact form on the website, or contact us telephonically using the contact numbers listed on the web page.