

Privacy Policy

Bremadent Dental Laboratory is a trading style of Bremadent Premier (Bristol) LTD and has a trading address of 25a St James Street, Walthamstow, London E17 7PJ and a registered office address of Leytonstone House, 3 Hanbury Drive, Leytonstone, London, E11 1GA.

This privacy policy explains how we use personal information we collect about you when you use this website or mobile application.

Bremadent Dental Laboratory is committed to protecting your privacy, we aim to meet the requirements of the Data Protection Act 2018, the General Data Protection Regulation (GDPR).

The data controller is Kashif Qureshi who is also the managing director of the company.

You will be asked for personal data when you phone us for enquiries or related topics to our services. The purpose of processing this data is to provide excellent service as a dental laboratory.

Our legal basis for necessary processing:

- Consent, for personal data that has been consented for processing to use our services
- Contractual, to take steps into entering a contract to use and facilitate our services as a dental laboratory
- Legal obligation, for compliance with MHRA, GDC and HMRC and Employment Law
- Personal data for the purposes of staff and self-employed team member management
- Legitimate interests, with sensitive data which is necessary for carrying out obligations under employment and medical purposes to assess the working capacity of an employee
- Special category data for the purposes of manufacturing dental appliances, account management and complaint handling for the delivery of healthcare

You have the following personal data rights:

- The right to be informed

- The right of access
- The right to rectification
- The right to erasure (laboratory prescriptions must be retained for a certain time period)
- The right to restrict processing
- The right to data portability
- The right to object

We never pass your personal details to a third party unless we have a contract for them to process data on our behalf and will otherwise keep it confidential.

Disclosures

We will only disclose personal data to [any of our employees, officers, agents, suppliers or subcontractors] insofar as reasonably necessary for the purposes as set out in this privacy policy.

- In addition, we may disclose personal data :
- to the extent that we are required to do so by law
- in connection with any legal proceedings or prospective legal proceedings
- in order to establish, exercise or defend our legal rights (including providing information to
- others for the purposes of fraud prevention and reducing credit risk); and to the purchaser (or prospective purchaser) of any business or asset which we are (or are contemplating) selling.

What information do we collect

We collect information about you when you enquire with us for products or services. We also collect information when you voluntarily complete customer surveys, provide feedback and participate in competitions. Website usage information is collected using cookies. Personal data is stored in the EU whether in digital or hard copy format.

How will we use the information about you?

We collect information about you to facilitate our services, manage your account and, if you agree, to email you about other products, newsletters and services we think may be of

interest to you. We use your information collected from the website to personalise your repeat visits to our website. Bremadent Dental Laboratory will not share your information for marketing purposes with companies outside of our company. In processing your order, we may send your details to, and also use information from credit reference agencies and fraud prevention agencies.

Retention Period

The retention period for special data in laboratory prescription / statements is a minimum of 10 years and maybe longer in order to meet our legal requirements. Your personal data is kept private and confidential and stored securely until a time it is no longer required or has no use with our services.

Marketing

We would like to send you information about products and services of ours and other. If you have consented to receive marketing, you may opt out at a later date. You have a right at any time to stop us from contacting you for marketing purposes. If you no longer wish to be contacted for marketing purposes, please contact us on office@bremadent.co.uk.

Access to your information and correction

You have the right to request a copy of the information that we hold about you . If you would like a copy of some or all of your personal information including amendments, please email or write to us by clicking here. This service is free of charge and we aim to provide you with this information within 48 hours.

Cookies

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity.

For further information visit www.aboutcookies.org or www.allaboutcookies.org.

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However in a few cases some of our website features may not function as a result.

Data Breach and Security

Bremadent Dental Laboratory has appropriate procedures to ensure personal data breaches are detected, reported and investigated effectively, including procedures to assess and then report any breaches to the ICO where the individual is likely to suffer some form of damage, e.g. through identity theft or confidentiality breach.

Bremadent Dental Laboratory will report serious data breaches to the ICO within 24 hours

of becoming aware of the essential facts. We will keep a log of all personal data breaches and record the basic facts, effects of the breach and remedial action taken.

We ensure the safety of your personal information to prevent loss, misuse, or misconduct of your personal information. We cannot however, guarantee the security of data sent over the internet as transmission over the internet or electronic storage is not 100% secure. We have various methods in place to facilitate a secure infrastructure with personal information but cannot guarantee the security, we will always act in accordance with the UK and EU legislation.

Other websites

Our website contains links to other websites. This privacy policy only applies to this website so when you link to other websites you should read their own privacy policies.

Social Media Platforms

Communication, engagement and actions taken through external social media platforms that this website and we participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website uses social sharing buttons which help share web content directly from web pages to the social media platform in question. You are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

Below are the privacy policies of some of the other third parties who may indirectly provide services to us:

- Google <http://www.google.com/intl/en/privacy/>
- Facebook <http://www.facebook.com/policy.php>
- Twitter <http://twitter.com/privacy>

Changes to our privacy policy

We keep our privacy policy under regular review and we will place any updates on this we

b page. This privacy policy was last updated on 15/03/2018

Comments, suggestions and complaints

If you have any comments, suggestions or complaints about your data processing contact us via:

- Phone: 0208 520 8528
- Email: office@bremadent.co.uk
- Postal Address: 25a St James Street, Walthamstow, London, E17 7PJ

If you are unhappy with our response or if you need any advice you should contact the Information Commissioner's Office (ICO). Their telephone number is 0303 123 1113, you can also chat online with an advisor. The ICO can investigate your claim and take action against anyone who's misused personal data. You can also visit their website for information on how to make a data protection complaint.