

Happysmile Limited Cookie and Privacy Policy: Updated Jan 2018

Happysmile Limited respects the privacy needs of our valued customers and suppliers. This privacy policy (together with our Terms and Conditions and any other documents referred to in them) set out the basis on which we collect personal data from our website. We need to provide this information to make sure you know how we process any information collected by us and it is in accordance with the Data Protection Act 1998 and ICO (Information Commissioners Office) guidance.

Maintaining the privacy of your information is of paramount importance to us as it promotes confidence, goodwill and forges stronger relationships with you, our customers. If, at any time, you have questions or concerns about our privacy practices, please feel free contact us at admin@happysmile.co.uk or at the address below.

Cookies:

The Happysmile Limited website uses “cookies”. A cookie is a small, unique, text file that is sent to your browser from a web server and stored on your computer’s hard drive. Cookies help our website tailor the information presented to you based on your preferences by collecting information such as which areas of the website you have visited and for how long, so the next time you visit the site, those pages may be accessible readily. Cookies also allow us to collect statistical information such as search engines used, pages visited and search criteria. This will allow us to study how visitors navigate around the site and this will also help us manage and improve the site where necessary.

A cookie cannot read data off your hard disk or read cookie files created by other sites and cookies do not damage your system. You can choose whether to accept cookies by changing the settings on your browser, so that it rejects them or notifies you when a website tries to send you a cookie. Rejecting cookies may affect the ability to navigate a website and may mean that some features do not operate as intended.

3rd Party Cookies:

When you visit our website, you may notice some cookies that aren’t related to Happysmile Limited. If you go on to a webpage that contains embedded content, for example from YouTube, you may be sent cookies from these websites. We do not control the setting of these cookies, so we suggest you check the third-party websites for more information about their cookies and how to manage them. Please note that we are not responsible for the content of external websites.

Privacy:

We at Happysmile Limited are committed to protecting and respecting your privacy.

Protecting your Personal Data:

To protect your personal data, we use appropriate standards of technology and operational security including a Secure Server and Network Firewall connection. Operationally, we take measures to ensure that confidentiality and security of personal information is maintained at all times.

Type of Data Collected:

The personal information we collect might include your name, address, email address, IP address, and information regarding what pages are accessed as and when. If you contact us online, via email or fill in one of our forms, further information may be collected about your occupation and company and this will allow us to contact you in the course of providing products and services related to our business offering.

Usage of Data:

Personal Data and Financial information that is collected is used to verify your identity and to bill either you or your company for products and services provided, and where applicable as indicated to you at the time you provided your personal data.

Demographic and profile data collected by Happysmile Limited may be used to tailor this web site or any requested email communications, and to display information that is more relevant to you. It will also be used to administer, support and obtain feedback on the level of our services, and for marketing purposes including direct, email, text and phone messages.

Under no circumstances will Happysmile Limited pass on or sell your personal information to a third party.

We will use this information if we are under a duty to disclose or share your personal data to comply with any legal obligation, or in order to enforce or apply our Terms and Conditions and other agreements; or to protect the rights, property, or safety of us, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Data Storage and Internet Usage:

The data that we collect, and process is stored on our dedicated servers held within the UK. Personal Data submitted by means of the Internet may be vulnerable to unauthorised access by third parties. Submission of Personal Data using the Internet is at your own risk. However, we shall have no liability for disclosure of data due to errors in transmission or the fraudulent, negligent or other illegal acts of a third party, such as 'Hacking'. Any transmission of personal information on or through the use of our website is at your own risk.

Access of Personal Information

You have certain rights as a Data Subject under the Data Protection Act 1998 to request details and in certain circumstances a copy of the personal data which we hold about you. If you would like a copy, please write to us at the address below and mark your envelope "Personal information request". Should you discover any inaccuracies in such personal data, please notify us as soon as possible at the same address. We will then correct our records.

All emails that you have requested from us will have an option to unsubscribe. Unsubscribe requests are fulfilled within minutes and no further communications will be sent to users who have stated that they no longer wish to receive these specified types of communication.

Changes to the Privacy Policy?

We reserve the right to modify or amend this privacy policy at any time and for any reason. Details of any changes will be posted at the top of the privacy policy web page.

This Privacy Policy was last updated on January 2018.

Any questions about this privacy policy should be sent to the address below, or via email at admin@happysmile.co.uk

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