

Privacy Policy Statement

This website is controlled and operated by Hemper Lane. All comments, queries and requests relating to our use of your information are welcomed and should be addressed to:

Hemper Lane Dental
58 Hemper Lane
Sheffield
S8 7FD

We can be reached via e-mail at Info@hemperlanedental.co.uk or you can reach us by telephone at
Tel: +440114 237 7275

Data Protection

We are committed to protecting the privacy and confidentiality of information provided by all users of our website. Accordingly we uphold the relevant data protection principles and process your personal data in accordance with the Data Protection Act 1998. Please read this privacy policy statement to understand how we use and protect the information that you provide to us.

By visiting this website, registering for an account or forum, purchasing goods or otherwise providing information to us via this website, you consent to the collection, use and transfer of your information under the terms of this policy.

Any changes to this privacy policy statement will be posted to this website. Please check regularly for updates.

Collection of Information

When you visit, register or make purchases on this website you may be asked to provide certain information about yourself including your name, company name, contact details including address(es), telephone number(s) and fax number(s), VAT number and date of birth. We may also collect information about your use of our website as well as information about you by the use of cookies (see below), and e-mails or letters you send to us.

Cookies

Cookies are small amounts of information which are stored on your computer. Using cookies enables us to monitor website traffic and to personalise the content of our site to your requirements. This maximises the benefits you gain in using our website and makes it easier for you to log on and use the site during any future visits.

We may use cookies to collect information about your use of our website whether you register on our site or not. As soon as you enter or register on our site, our system may issue cookies to your computer whenever you log on.

You may disable the use of cookies in your Internet browser but this may limit your access to our website or adversely affect your use of features or functions on certain web pages on it.

Web Beacons / Clear Gifs

A web beacon is a transparent image placed on an email or web page. It provides us with a simple record of users' actions when they open an email containing a web beacon / clear gif. Hemper Lane use a web beacon to monitor email communications that are sent for marketing purposes. This is to personalise your marketing information and make your experience more user friendly. It allows us to make sure that subscribers are receiving our emails and are not missing out on any offers through emails being caught up in spam filters. If you do not wish to have your emails monitored for an improved customer experience please disable the automatic download of pictures in your email client or send an email informing us of your request to Info@hemperlanedental.co.uk. On receiving an email regarding this matter we will remove web beacons from emails that are sent to you.

Use of your Information

Your information will enable us to provide you with access to all parts of our website and/or forums, to administer accounts and/or orders and to provide you with other services and information. It will also enable us to process and complete orders, to process payments and/or to bill you and to contact you where necessary.

In particular, we may use your information to contact you for your views on our services and to notify you occasionally about important changes or developments to them or to the website. Where you have consented to us doing so, we might also use your information to let you know about other services which we offer which may be of interest to you including forthcoming events and we may contact you by post, telephone or fax, as well as by e-mail. If you no longer wish us to contact you, please let us know. Users have the right to ask us to stop processing their personal data for direct marketing purposes at any time. We do not partner with or have special relationships with any ad server companies.

Disclosure of your Information

The information you provide to us will be held on our computers in the UK and may be accessed by or given to our staff and third parties within, and occasionally, (where necessary to fulfil and deliver orders) outside of, the EEA. Those parties process information, fulfil and deliver orders, process credit or debit card payments and provide support services on our behalf. We may also pass aggregate information on the usage of our site to third parties but this will not include information that can be used to identify you.

To help us make credit decisions about you, to prevent fraud, to check your identity and to prevent money laundering, we may search the files of credit reference agencies who will record any credit searches on your file and/or those of your principal directors/shareholders where relevant. We may also disclose details of how you conduct your account to such agencies. This information will be used by other credit grantors for making credit decisions about you and the people with whom you are financially associated, for fraud protection, money laundering prevention and occasionally for tracing debtors.

Unless required to do so by law, we will not otherwise share, sell or distribute any of the information you provide to us without your consent.

We employ security measures to protect your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage. We will retain your information for a reasonable period or as long as the law requires. Countries outside of the EEA do not always have strong data protection laws. However, we will always take steps to ensure that your information is used by third parties in accordance with this policy statement.

Links

We are not responsible for the privacy and data protection practices of other websites which may be reached through links contained in this website. Users should be aware when they leave this website and move into any linked website and should read the privacy and data protection policies and statements contained on any such linked website.

Accessing and Updating

You are entitled to see the information held about you and you may ask us to make any necessary changes to ensure that it is accurate and kept up to date. If you wish to do this, please contact us. We are entitled by law to charge a fee of £10 to meet our costs in providing you with details of the information we hold about you. You may also view some of the information held about you by logging into your account.

Cookie Policy

Google Analytics sets cookies to help us accurately estimate the number of visitors to the website and volumes of usage. This allows us to monitor our website and make sure you have the best experience when browsing. The data provided by Google is anonymous and only gives us insight into the browsing habits of visitors, so that we can see if pages aren't functioning correctly or if a visitor is having navigation problems.

Name: `_utma`

Typical content: randomly generated number

Expires: 2 years

Name: `_utmb`

Typical content: randomly generated number

Expires: 30 minutes

Name: `_utmc`

Typical content: randomly generated number

Expires: when user exits browser

Name: `_utmz`

Typical content: randomly generated number + info on how the site was reached (e.g. directly or via a link,

organic search or paid search)

Expires: 6 months

For more information about Google Analytics visit [Google Analytics](#) website.

Removing and disabling cookies

If you do not wish to accept cookies on to your machine you can disable them by adjusting the settings on your browser. However this will affect the functionality of the websites you visit.

Google Adwords Conversion Tracking

We use Google Adwords Conversion tracker which uses cookies to help us determine how many people who clicked on our Google Ads end up contacting us through the website. This tracking cookie is set on your browser only when you click on a Google Ad and these cookies help us increase the website's effectiveness for our visitors. These cookies expire within 30 days and do not contain information that can identify you personally. Please refer to the [Google Advertising Privacy Notice](#) for more information about Google Conversion Tracking and the ability to opt out.

Google AdWords Remarketing

We use Google AdWords Remarketing which uses cookies to help us deliver targeted online adverts based on past visits to our website. Google uses this information to carefully display Hemper Lane adverts on various third party websites across the internet. These cookies are set to expire and do not contain information that can identify you personally. Please refer to the [Google Advertising Privacy Notice](#) for more information about the ability to opt out.