

Privacy Policy

Smiles Dental Training Ltd

Effective Date: 01/07/2026

Last Updated: 01/07/2026

1. Introduction

Smiles Dental Training Ltd ("we", "our", "us") is committed to protecting your privacy and handling your personal data in a transparent and secure manner.

This Privacy Policy explains how we collect, use, store, and protect your personal information when you:

- Visit our website.
- Book or attend one of our training courses.
- Contact us by email, telephone or social media.
- Subscribe to our newsletters or marketing communications.
- Work with us as a delegate, trainer, supplier or business partner.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Who We Are

Smiles Dental Training Ltd

Registered in England and Wales

Email: info@smilesdentaltraining.co.uk

Telephone: 07534 490719

If you have any questions about this Privacy Policy or how we process your data, please contact us using the details above.

3. Information We Collect

Depending on how you interact with us, we may collect:

Personal Information

- Full name
- Job title
- Practice name
- Postal address
- Email address
- Telephone number

Professional Information

- GDC registration number (where applicable)
- Professional qualifications
- CPD records
- Course attendance history
- Training certificates

Payment Information

Payments are processed securely through third-party payment providers. We do not store full payment card details.

Technical Information

When you use our website, we may collect:

- IP address
- Browser type
- Device information
- Pages visited
- Cookies and analytics information

4. How We Use Your Information

We use your personal data to:

- Process course bookings.
- Deliver training programmes.
- Issue CPD certificates.
- Maintain training records.
- Respond to enquiries.
- Provide customer support.
- Process payments.
- Improve our services.
- Comply with legal obligations.
- Send marketing communications where permitted or where you have consented.

5. Lawful Basis for Processing

Under UK GDPR, we rely on one or more of the following legal bases:

- Performance of a contract.
- Compliance with legal obligations.
- Legitimate interests.
- Consent (for marketing communications where required).

6. Marketing

We may send you information about upcoming courses, events, offers and news relevant to dental professionals.

You can unsubscribe at any time by clicking the unsubscribe link in our emails or by contacting us at info@smilesdentaltraining.co.uk.

7. Sharing Your Information

We only share your information where necessary with payment providers, website hosting providers, email marketing providers, IT support providers, professional accreditation bodies where required, and regulatory or legal authorities where required by law.

We never sell your personal information.

8. International Transfers

Where personal information is transferred outside the UK, we ensure appropriate safeguards are in place, such as UK International Data Transfer Agreements (IDTAs), UK-approved Standard Contractual Clauses, or transfers to countries recognised as providing adequate protection.

9. Data Security

We implement appropriate technical and organisational measures including secure password protection, encryption where appropriate, secure cloud storage, restricted staff access, and regular software updates.

10. Data Retention

We retain personal information only for as long as necessary.

Typical retention periods:

- Course bookings – 6 years
- Financial records – 6 years (or longer where required by law)
- CPD records – Up to 7 years
- Marketing consent records – Until withdrawn
- Website analytics – Up to 26 months

11. Your Rights

Under UK GDPR you have the right to access, correct, erase, restrict processing of, object to processing of, and port your personal data, withdraw consent, and lodge a complaint with the Information Commissioner's Office (ICO).

For more information visit <https://ico.org.uk>.

12. Cookies

Our website may use cookies to improve website performance, remember preferences, analyse website traffic, and support security. You can control cookies through your browser settings. A separate Cookie Policy may also apply.

13. Third-Party Websites

Our website may contain links to external websites. We are not responsible for the privacy practices of those websites.

14. Children's Privacy

Our services are intended for adults and dental professionals. We do not knowingly collect personal information from anyone under the age of 18.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be published on our website with the updated revision date.

16. Contact Us

If you have any questions about this Privacy Policy or your personal information, please contact:

Smiles Dental Training Ltd

Email: info@smilesdentaltraining.co.uk

Telephone: 07534 490719

Address: Norfolk, NR29 5BU