



A Modern Dental Company

PRIVACY POLICY

Last Updated: 4/7/24

At Truly Dental, your privacy is important to us. This Privacy Policy explains how we collect, use, share, and protect your personal data when you visit our website, trulydental.ie, and interact with our services.

Introduction

This Privacy Policy applies to all websites and services provided by Truly Dental. It details how we manage personal data collected through our website and other interactions with you.

Who We Are

In this Privacy Policy, 'we', 'our', and 'us' refer to Truly Dental. Our office is based at:

Truly Dental
16 Dame Street,
Dublin 2,
Ireland

We are dedicated to providing comprehensive dental services and ensuring the protection of your personal information.

How We Collect and Use Your Data

We gather personal data in various ways, primarily to enhance our services and maintain effective communication with you.

Data You Provide Directly:

We collect data directly from you when you:

- Visit or interact with our website.
- Fill out contact forms or book appointments.
- Request information or support from us.
- Apply for jobs or internships with Truly Dental.
- Subscribe to our newsletters.

This may include personal details like your name, email address, phone number, and other contact information. Providing this information is voluntary, but without it, we may not be able to offer certain services or respond to your requests effectively.



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Data You Provide Directly:

When you visit our website or use our services, we automatically collect certain information to understand how you interact with our site and services. This may include:

- Your IP address and device type.
- Browser type and operating system.
- Pages you visit on our site and how you navigate through them.
- Referring websites or links.

We gather this data through cookies and similar tracking technologies to improve our website's functionality and user experience. For more details on our use of cookies, please see our [Cookie Policy](#) below.

Legal Basis for Processing Your Data

We process your personal data based on the following grounds:

- **Contractual Necessity:** To provide the services you request.
- **Legitimate Interests:** For business purposes that are not overridden by your privacy rights, such as improving our services and protecting our website.
- **Legal Obligations:** To comply with legal requirements and protect our legal rights.
- **Consent:** Where you have given explicit consent for specific uses of your data, such as receiving marketing communications.

Failure to provide certain personal data may affect our ability to deliver our services to you or limit your access to specific features of our website.

How We Use Your Data

We use your personal data for various purposes, including:

- **Communication:** To respond to your inquiries, provide information you request, and send operational notices, such as changes to our services or security updates.
- **Customer Support:** To assist with technical support or other issues related to our services.
- **Website and Service Improvement:** To analyze usage patterns and make improvements to our website and services.
- **Security:** To monitor and protect our website from malicious activities and ensure fair usage.
- **Marketing:** To send you relevant marketing materials and display targeted advertisements online.
- **Website and Service Improvement:** To analyze usage patterns and make improvements to our website and services.
- **Analysis and Reporting:** To aggregate and analyze data for business insights and reporting purposes.



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Sharing Your Data

We may share your personal data with:

- **Service Providers:** Third parties who assist us in operating our website and services, such as hosting providers and marketing partners.
- **Approved Processors:** Sub-processors who handle data under our instructions and ensure its security.
- **Legal and Regulatory Authorities:** Bodies that require data disclosure for legal or regulatory compliance, or to protect our rights and safety.
- **With Your Consent:** Other parties where you have explicitly consented to data sharing.

We do not sell your personal data to third parties for their independent use without your prior consent.

International Data Transfers

While we strive to process and store data within the European Economic Area (EEA), there may be occasions where your data is transferred outside the EEA. In such cases, we ensure appropriate safeguards are in place, such as the European Commission's Standard Contractual Clauses or equivalent legal mechanisms, to protect your data.

Sharing Your Data

We prioritize the security of your personal data through:

- **Encryption:** Secure Socket Layer (SSL/HTTPS) technologies to encrypt data transmitted between your browser and our servers.
- **Security Practices:** Industry-standard procedures and internal policies to secure data and continuously monitor and enhance our security measures.
- **Access Controls:** Limiting access to personal data to authorized personnel only.

Data Retention

We retain your personal data only as long as necessary to fulfill the purposes for which it was collected or to comply with legal obligations. Once these purposes are met, we either securely delete or anonymize the data.

Your Rights

You have rights regarding your personal data, including:

- **Right to Information:** Know what personal data we hold about you.



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- **Right to Access:** Request access to your personal data.
- **Right to Rectification:** Correct any inaccuracies in your personal data.
- **Right to Erasure:** Request deletion of your personal data, subject to certain conditions.
- **Right to Restrict Processing:** Limit how we use your personal data.
- **Right to Data Portability:** Obtain your personal data in a usable format and transfer it to another controller.
- **Right to Object:** Object to the processing of your personal data under certain circumstances.
- **Right to Withdraw Consent:** Withdraw any consent you have given for data processing.

You can exercise these rights by contacting us at the details below. If you have concerns about how we handle your data, you also have the right to lodge a complaint with the Irish Data Protection Commission.

How to Contact Us

For any questions or concerns regarding this Privacy Policy or your data, please contact us:

Email: info@trulydental.ie

Address: Truly Dental, 16 Dame Street, Dublin 2, Ireland

We are here to assist you with any queries or issues related to data protection and privacy.

Data Protection Commissioner Contact:

If you wish to contact the Irish Data Protection Commission, you can reach them at:

Data Protection Commissioner

Address: Canal House
Station Road
Portarlinton
Co. Laois
Ireland

Tel: +353 57 868 4800

Email: info@dataprotection.ie

Website: dataprotection.ie

This privacy policy ensures you are informed about how Truly Dental handles your personal data and your rights regarding that data. We are committed to safeguarding your privacy and providing a secure online environment.