

## Who we are

At Bethcar Dental Practice we deliver both NHS and Private dental care including private orthodontics in Ebbw Vale. Our website address is: <https://www.bethcardental.co.uk>. If there are any enquiries that you wish to discuss regarding the website, please feel free to contact Dr. Rhys Morgan at [office@bethcardental.co.uk](mailto:office@bethcardental.co.uk). Other forms of contact are available to be viewed throughout the website, including a postal address on the footer of each page.

## What personal data we collect and why we collect it

Comments are disabled and are never collected on this website, so no direct information from users except from Enquiry Forms will be retained and reviewed. No sensitive personal data is collected. None of this data will be shared to any 3rd Party and will be retained up to a year or until the enquiry is resolved.

Users cannot upload images to the website nor can they login to the website so no related information is retained. Commenting is disabled on our site so names and email addresses are not saved.

Analytics: Visitor's IP address and browser user agent string maybe recorded to help spam detection and prevent any malicious user activity.

By submitting an enquiry through our contact forms, you give consent for us to reply back to your enquiry with the contact details you have provided. These will not be shared to any third party and are strictly for the use of answering the recipient's questions. Forms Fields data includes the available field types when creating a form. We'll use this to, for example, collect informations like Name, Email and other available fields.

Location, IP address and browser type: we'll use this for purposes like geolocating users and reducing fraudulent activities. We'll also use cookies to keep track of form elements while you're browsing our site.

When you fill up a form, we may ask you to provide information including your name, address, email, phone number. We'll use this information for purposes, such as, to:

- Send you information regarding your enquiry
- Respond to your requests, including transaction details and complaints
- Prevent fraud
- Or any other service the built form was created to comply with and it's necessary information

We generally store information about you for as long as we need the information for the purposes for which we collect and use it, and we are not legally required to continue to keep it. For example, we will store form submission information for 1 years for geolocating and marketing purposes. This may include your name, address, email, phone number.

## Embedded content from other websites

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website. Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

- Google Analytics
- YouTube

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embedded content if you have an account and are logged in to that website.

Who we share your data with

### **What rights you have over your data**

If you have sent an enquiry you may request to receive an exported file of the personal data we hold about you, including any data you have provided to us (although you should really know what you sent in!). You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

### **Where we send your data**

The data is securely connected within the WordPress platform and is safeguarded to European data protection standards, this may also be sent via email to our secured email.

### **Your contact information**

May include your name, email address and phone number if applicable.

### **How we protect your data**

This is secured through our accounts and is not retained for any more than necessary. Contact forms contain encryption and security measures such as two factor authentication and data protection training has been taken.

### **What data breach procedures we have in place**

In the unlikely event of a data breach, due to the nature of the information retained and it's non-sensitive nature, we will report to any affected users regarding the breach. Any unauthorised access will be recorded and the web administrator will be notified. Passwords would be reset to prevent any further intrusions and a review will be conducted.

In terms of GDPR, Beaver Builder products do not collect any personal information from your users. However some modules such as videos and maps might need you to update your privacy policy accordingly, which are not used throughout this site.

### **Who on our team has access**

Only the web administrator and the website owner has access to the information you provide us. For example:

- Form submission information and other details related to it
- Customer information like your name, email and address information.
- Our team members have access to this information to help fulfil entries and support you.

### **What we share with others**

No data is shared.

### **Cookie Policy**

This is a list of cookies the web site uses, including those set by your plugins, social media, and analytics. We have provided the cookies which WordPress installs by default:

ga 2 years Used to distinguish users.

\_gid 24 hours Used to distinguish users.

\_gat 1 minute Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named \_dc\_gtm\_.

AMP\_TOKEN 30 seconds to 1 year Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.

\_gac\_ 90 days Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out. [Learn more.](#)

By continuing to view this site, you agree to the above cookie usage.

### **What are cookies?**

Cookies are small pieces of data, stored in text files, that are stored on your computer or other device when websites are loaded in a browser. They are widely used to “remember” you and your preferences, either for a single visit (through a “session cookie”) or for multiple repeat visits (using a “persistent cookie”). They ensure a consistent and efficient experience for visitors, and perform essential functions such as allowing users to register and remain logged in. Cookies may be set by the site that you are visiting (known as “first party cookies”), or by third parties, such as those who serve content or provide advertising or analytics services on the website (“third party cookies”).

### **How we use cookies**

We use cookies for a number of different purposes. Some cookies are necessary for technical reasons; some enable a personalized experience for both visitors and registered users; and some allow the display of advertising from selected third party networks. Some of these cookies may be set when a page is loaded, or when a visitor takes a particular action (clicking the “like” or “follow” button on a post, for example). Many of the cookies we use are only set if you are a registered WordPress.com user (so you don’t have to log in every time, for example), while others are set whenever you visit one of our websites, irrespective of whether you have an account.

### **Types of Cookie**

The table below explains the types of cookies we use on our websites and why we use them.

#### **- Strictly Necessary**

These cookies are essential for websites on our services to perform their basic functions. These include those required to allow registered users to authenticate and perform account related functions, as well as to save the contents of virtual “carts” on sites that have an ecommerce functionality.

#### **- Functionality**

These cookies are used to store preferences set by users such as account name, language, and location.

#### **- Security**

We use these cookies to help identify and prevent potential security risks.

- Analytics and Performance

Performance cookies collect information on how users interact with our websites, including what pages are visited most, as well as other analytical data. We use these details to improve how our websites function and to understand how users interact with them.

- Advertising

These cookies are used to display relevant advertising to visitors who use our services or visit websites we host or provide, as well as to understand and report on the efficacy of ads served on our websites. They track details such as the number of unique visitors, the number of times particular ads have been displayed, and the number of clicks the ads have received. They are also used to build user profiles, including showing you ads based on products you've viewed or acts you have taken on our (and other) websites.

- Third Party / Embedded Content

Sites hosted on WordPress.com make use of different third party applications and services to enhance the experience of website visitors. These include social media platforms such as Facebook and Twitter (through the use of sharing buttons), or embedded content from Youtube and Vimeo. As a result, cookies may be set by these third parties, and used by them to track your online activity. We have no direct control over the information that is collected by these cookies.

Please note: you may disable or restrict cookies by modifying your browser settings.

You may opt out of the Google Analytics service by installing the opt-out browser tool, located here:

<https://tools.google.com/dlpage/gaoptout>. For more information on Google's privacy policy, please visit

<https://www.google.com/policies/privacy>.