



This policy was last updated on: **24th May 2018**

This page explains how Metrodent uses any information you give to us, and the way we protect your privacy. Protecting the privacy and personal data of the visitors to our site and our customers is of the utmost importance to us.

The Personal Information We Collect

When you create a new account with Metrodent, either through our website or by contacting us, we will ask for the following personal information:

- Your name and business name (if applicable);
- Your contact details (email address, landline and/or mobile phone number);
- Your delivery and billing addresses.

Orders that you have placed and any communications by telephone, in person, via email, or by any other means will also be stored.

When an order is placed with us, the delivery address you have supplied is then passed on to our courier service to fulfil your order.

When you make a payment we will ask you for your card details so that we can charge you appropriately. We do not store any card or bank information and any demand to do so will be denied.

How We Use Your Personal Information

Your personal information will only be used when the law allows us to. Most often, we will use your personal information in the following circumstances:

- With your consent;
- When you place an order with us;
- When it is necessary for our legitimate interests, and your interests;
- When it is needed to comply with a legal or regulatory obligation.

If you have created an account with us, we will send you periodic marketing emails (if you have supplied your email address) about new products and current offers. You can opt-out of receiving these emails at any point by clicking the “Unsubscribe” link which can be found at the bottom of every email.

When contacting you for any of the above purposes we will do so either by phone, email or by post, unless you tell us otherwise.

Any personal information you provide us with will not be disclosed to anyone outside our company unless your consent is given.

Keeping Your Personal Information Safe

We employ a number of physical and digital measures to keep your personal information safe and to prevent unauthorised access to, use, or disclosure of it.

Measures include virus scanning, vulnerability testing, extensive backup and recovery planning, security audits, staying up-to-date with security updates, and software and hardware firewalls.

We also train our staff on data protection procedures that they are required to follow when handling any personal data.

Storage and Retention

All personal data we hold is stored on our on-site server and no data is transferred outside the European Economic Area (EEA).

Any personal data we collect is kept on your customer account. If you have opened an account with us but have not placed an order within 2 years of creation, your account will be deleted. If you have placed an order, we will retain your customer information for 10 years from the last order placed. This is so that if there are any questions regarding any activity on your account we can provide that information. We also might need this data in some way to support any claims made by you or for defence in court.

Disclosing Your Personal Information

To fulfil any orders that are placed, we have to disclose your address to our carriers so that products can be delivered. Occasionally, we may need to disclose your information to other third-parties. These third-parties are required to keep your information confidential and secure, and will not use it for any other purpose than carrying out the services they are performing for us.

We also may be required to give information to legal authorities if they have the sufficient authorisation, such as a court order or search warrant.

Your Rights

We want you to be in control of all the information you provide us as well as have an understanding of your legal rights. These are:

- The right to withdraw consent to process your personal information;
- The right to confirmation of whether or not we hold any of your personal information and, if we are, to obtain a copy of it in a portable electronic format;
- The right to have inaccurate information rectified;
- The right to restrict how your personal information is used;
- The right to be forgotten, which allows you to have your personal information erased (though this is not an absolute right and may not apply if we need to continue using it for a lawful reason).

If you have any questions regarding your rights, or wish to exercise them, please contact Metrodent by writing to us at our registered address at the bottom of this page, telephoning us on 01484 466728 or contacting us via email at privacy@metrodent.com.

Site Usage

When a visitor comes to our site, we collect standard information about how they use our site. We do this in a number of ways such as track how many people come to our site, and what areas of the site are viewed. The information is collected in such a way that is completely anonymous.

Our Cookies

When you visit the Metrodent website we ask that you agree to our privacy policy. On clicking agree we use a cookie called pum-1301. This stores your acceptance and prevents us from re-asking you each time you visit our webpages. This cookie is valid for 365 days.

What Is A Cookie?

A Cookie is a small text file that is placed on your device by websites you view on it. They are widely used on the web for websites to function better. This is for things such as log-on details. Many sites allow you to remember your username, so that you don't have to type it in every-time you visit. This is done via a cookie.

How to Disable Cookies

Disabling cookies can cause functionality issues with some websites.

- [For Mozilla Firefox](#)
- [For Internet Explorer](#)
- [For Safari](#)
- [Google Analytics Opt-Out](#)

Changes To The Policy

If the privacy policy changes in any way, we will post a notification on our website as well as a number of social media platforms and will revise the updated date at the top of this page. Regularly reviewing the page ensures you are always informed on how we collect, use, and under certain circumstances, if any, share your personal information with other parties.