

# pckskin PRIVACY POLICY

This privacy policy explains how we use any personal information we collect about you.

## **When we collect information from you?**

We collect information about you when you register with us or place an order for any of our products or services.

## **How will we use the information about you?**

We collect information about you when book an appointment at any of our clinics or place an order via the website.

## **Appointment Information**

If you are booking an appointment we will collect information about you to ensure you are suitable for the treatment and possibly in advance of further treatments you have shown an interest in. In order for us to follow compliance procedures we may need to collect further information including images during your visit with us. We will not share this information with any 3rd Party and the information collected is for our purposes only.

## **How will we contact you?**

We will contact you via email, SMS, or post to provide information regarding your appointment including confirmations, reminders or treatment information. You have the right at any time to stop this information or update your preferences to how you would like to be communicated to with reminders of your appointments.

We would like to send you information about products and services of ours and other companies in our group which may be of interest to you. If you are a current customer or if you have consented to receive marketing, you may opt out at a later date. You have a right at any time to stop us from contacting you for marketing purposes or giving your information to other members of the SMOOTHD Group. If you no longer wish to be contacted for marketing purposes, please update your preferences or simply unsubscribe electronically via any of the email or SMS messages which will always include an option to exclude yourself from receiving this material

**Access to your information and correction** You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email our customer service team. You may ask us to correct or remove information you think is inaccurate.

## **Finance Applications**

If you are applying for finance in processing your order, we will send your details to our finance provider Chrysalis Finance. In considering your application we will search your record at credit reference agencies. They will add to your record the details of the search and your application and this will be seen by other organizations that make searches. Information held about you by the credit reference agencies may already be linked to records relating to one or more other

persons. For the purpose of this application, you may be treated as financially linked and your application will be assessed with reference to any associated records. If you are a joint applicant or if you have told us of some other financial association with another person: you must be sure that you are entitled to disclose information about your joint applicant and anyone referred to by you, authorize us to search, link or record information at the credit reference agencies about you and anyone referred by you. An association between joint applicants and between you and anyone you tell us is your financial partner will be created at the credit reference agencies.

This will link your financial records, each of which will be taken into account in all future applications by either or both of you. This will continue until one of you successfully files a disassociation at the credit reference agencies. We will use a credit scoring or other automated decision-making process when assessing your application. We will also add to your record with the credit reference agencies details of your agreement with us, the payments you make under it, any default or failure to keep to its terms and if you give us false or inaccurate information and we suspect fraud we will record this. These records will be shared with other organizations and used by them to help make decisions about credit and credit related services such as insurance for you and persons with whom you are financially linked, trace debtors, recover debt, prevent money laundering and fraud, and to manage your accounts. Although these searches will be added to your record they will not be shared with others. The credit reference agencies and fraud prevention agencies will also use the records for statistical analysis about credit and about insurance and fraud.

Fraud prevention agency records will also be shared with other organizations to help make decisions on motor, household, credit life and other insurance products and insurance claims for you and persons to who you are financially linked. Each applicant warrants and certifies that all the details on this form are true. I authorize you to make payment direct to my dental practice as detailed above. I acknowledge that my dentist may be informed of any arrears and authorize my dentist to discuss any aspects of the transaction and related treatment with you