

## Website Privacy Notice

Last updated: February 2026 Document control: Version 2.0 – Approved for publication

This Website Privacy Notice explains how The Real Good Dental Company Ltd (“Real Good Dental”, “RGD”, “we”, “us”, “our”) collects and uses personal data when you visit or interact with our corporate website.

This notice is provided in accordance with Article 13 and Article 14 of the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and related guidance issued by the Information Commissioner’s Office (ICO). This notice applies only

to the corporate Real Good Dental website. Individual dental practices may provide separate privacy information for clinical or patient services.

To access our Privacy Notices, please click on the appropriate link below –

[Patients](#)

[Marketing and email points of contact](#)

[Recruitment Candidates](#)

### Controller Details

The Real Good Dental Company Ltd

Registered in Scotland (SC511332)

25 Queen Street, Edinburgh, EH2 1JX

Data Protection Officer: [dpo@theprivacyworx.com](mailto:dpo@theprivacyworx.com)

We are the data controller for the processing described in this notice.

### Categories of Personal Data

- Identity and contact data (name, email address, phone number)
- Enquiry and correspondence information
- Recruitment information including CVs and employment history
- Technical data including IP address, browser type, device identifiers

- Website usage data and interaction data
- Marketing and communication preferences

### Sources of Data

Data is collected directly from you via forms or correspondence and automatically via website technologies such as server logs and cookies.

### Purposes and Lawful Bases

- Operate, secure and maintain the website – Legitimate interests
- Respond to enquiries – Legitimate interests
- Manage recruitment – Steps prior to contract
- Analyse website performance – Consent
- Advertising measurement and marketing – Consent

### Recipients and Roles

Processors: HubSpot (CRM and forms), hosting and IT providers acting on our instructions.

Independent controllers: analytics and advertising providers such as Google and Meta may independently determine certain uses of data once collected via their technologies. Their own privacy notices apply.

### International Transfers

Where providers process data outside the UK, transfers are safeguarded through adequacy regulations or approved contractual protections.

### Retention

Personal data is retained only for as long as necessary for the purpose collected or to meet legal obligations. Enquiry data is generally retained for up to 12 months. Recruitment data is retained in line with recruitment policy.

### Your Rights

You have rights to access, rectify, erase, restrict or object to processing, withdraw consent, data portability, and lodge a complaint with the ICO. Contact [dpo@theprivacyworx.com](mailto:dpo@theprivacyworx.com) to exercise your rights.

## Changes

We may update this notice periodically. The latest version will always be available on our website.