

Privacy Policy

At **Confidential** we respect the privacy of visitors to our website. This policy is concerned with how we collect information, what we do with it and what controls you have.

Your Privacy

Confidential offers independent, confidential and free help for dentists. We aim to provide a 24/7 phone helpline manned by fellow colleagues who have received training in listening to distressed callers and where appropriate providing information on where a caller may be able to obtain the assistance they require.

Confidential volunteers have given their time to train and operate this helpline and will listen empathetically to callers. They will not request your personal details other than perhaps a preferred name and will not be given your contact details. Your call is not recorded and therefore are **Confidential** not able to offer to call you back.

We may change this document from time to time to reflect any changes in the way this helpline is operated.

Please check back frequently; you will be able to see if changes have been made by the date it was last updated.

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1. Who are we?

In this policy references to **Confidential** or to 'we' or 'us' are referring to the **Confidential** helpline which is represented by the Trustees as detailed on the Charity Commission website.

We are a UK registered Charity. Charity number - 1188024

You may contact us by referring to the details at the end of this policy.

2. What personal data we collect and how we use it:

Confidential is what's known as the 'controller' of the personal information provided to us.

Confidential does not collect the personal details of callers, although it does hold the essential contact details of all volunteers. These details are required for operational reasons in connection with providing a helpline service only and will not be revealed to callers.

If a caller to our helpline requests our support to provide additional information requiring research, we may request that you provide a means by which to contact you to provide these details. In these circumstances, we will be very clear with you about our reason for collecting such information, and we would only do so with your consent.

The information is either needed to fulfil your request or to enable us to provide you with a more personalised service. You don't have to disclose any of this information to browse our site. However, if you choose to withhold requested information, we may not be able to provide you with certain services.

Callers are under no obligation to provide Confidential with any personal details and can remain anonymous.

Our marketing

Confidential does not collect information currently for marketing purposes.

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On occasions, we may process information that has been provided to us when we need to do this to fulfil a contract (for example, if you have made a donation or become a member) or where we are required to do this by law or other regulations.

Confidential also processes data when it is in our legitimate interests to do this and when these interests do not override your rights. Those legitimate interests include providing you with information on our products, campaigns, services, newsletter requests, feedback, and other activities. Please see the section on 'Legitimate Interest' for more information.

How we obtain your details

If you provide us with your data, we will respect your preferences for being contacted by us.

We collect your personal information in a number of ways:

- When you provide it to us directly.
- When you provide permission to other organisations to share it with us (including Facebook or Twitter).
- When you have given it to a third party and you have provided permission to pass your information on to us.

We combine the information from these sources with the information you provide to us directly.

Children

Because of the nature of our helpline service and who it may be provided for, it is unlikely that any of our callers or volunteers will be children.

However, if you are under 16 please ensure you obtain your parent/guardian's consent before sending any personal information to any website or [Confidential](#).

As a parent or guardian we encourage you to be aware of the activities in which your children are participating, both offline and online. If your children voluntarily disclose information, this may encourage unsolicited messages. We suggest that you discourage your child from providing any information without your consent.

Anything else?

All the personal data we process is processed by our staff and volunteers (where required). However, for the purposes of IT hosting and maintenance your information may be situated outside of the European Economic Area (EEA).

3. Legitimate interests

The new data protection requirements have a number of reasons by which we can use the personal information you provide to us. One of these is called 'legitimate interests'.

This means that we have the potential to use your personal information if we have a genuine and legitimate reason and we are not harming any of your rights and interests.

So, what does this mean?

IF you choose to provide your personal details to us we may use your information to provide you with details about how **Confidential** supports the Dental community. Before doing this, though, we will also carefully consider and balance any potential impact on you and your rights.

Some typical examples of when we might use the approach are for preventing fraud, maintaining the security of our system, data analytics, enhancing, modifying or improving our services, identifying usage trends and determining the effectiveness of our campaigns and fundraising.

a) How we may use your personal information

Direct Marketing: **Confidential** does not currently undertake direct marketing.

Your best interest: Processing your information to protect you against fraud when transacting on our website, and to ensure our websites and systems are secure.

Analytics: For the purposes of customer analysis, assessment, profiling, on a personalised or aggregated basis, to help us with our activities and to provide you with the most relevant information as long as this does not harm any of your rights and interests.

Research: To determine the effectiveness of our service provision and to develop our products, services, systems and relationships with dentists and dental professionals.

Due Diligence: We need to undertake due diligence on sponsors, potential Trustees and Volunteers and to determine if those companies and individuals have been involved or convicted of offences such as fraud, bribery and corruption.

b) Your interests

Before we use your personal information for our legitimate interests, we will always consider and balance any potential impact on you and your rights under data protection legislation and any other relevant law. Our legitimate business interests do not automatically override your interests – we will never use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). Any information you have provided in confidence or as part of accessing our support services will not be used in any way other than to provide that support.

Remember, you can change the way you hear from us or withdraw your permission for us to process your personal details at any time by using our contact form on the 'Contact Us' page or by contacting one of the Trustees.

4. Sharing your information

We only disclose information to third parties or individuals when obliged to by law, for purposes of national security, taxation and criminal investigations and the following:

- If you have agreed that we may do so.
- When we use other companies to provide services on our behalf, e.g. providing support to the helpline, answering questions about our services, sending mail and emails, customer analysis, assessment, when using auditors/advisors.
- If we merge with another organisation to form a new entity, information may be transferred to the new entity.

We may disclose aggregate statistics about our site visitors, supporters, and customers to describe our services and operations to prospective partners, advertisers and other reputable third parties and for other lawful purposes, but these statistics won't include any personally identifying information.

If we run an event in partnership with other named organisations your details may need to be shared. We will be very clear what will happen to your data when you register.

And, we will never sell or rent your personal information to other organisations.

5. Retaining your information

We hold your information only as long as necessary for each purpose we use it.

If you decide not to support [Confidential](#) any more or request that we have no further contact with you, we will keep some basic information in order to avoid sending you unwanted materials in the future and to ensure that we don't accidentally duplicate information.

If you make a donation, we will keep the financial information for a period of seven years for accounting purposes.

6. Your details on the web: Our Cookie Policy

This policy explains what cookies are, how [Confidential](#) use them on our website and what you can do to manage how they are used.

a) Cookies and how they benefit you

Our website uses cookies, as almost all websites do, to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites.

Our cookies help us:

- Make our website work as you'd expect.
- Remember your settings during and between visits.

- Improve the speed/security of the site.
- Allow you to share pages with social networks like Facebook.
- Continuously improve our website for you.
- Granting us permission to use cookies.

If the settings on your browser that you are using to view this website are adjusted to accept cookies we take this, and your continued use of our website, to mean that you are fine with this. Should you wish to remove or not use cookies from our site you can learn how to do this below, however doing so will likely mean that our site will not work as you would expect.

b) How long do cookies last?

When a web server sends a cookie, it asks your browser to keep that particular cookie until a certain date and time. These dates can be:

- Some date in the future – which might be a few minutes or a few hours from now (to track something like your form completions). The cookie might expire many years in the future, to keep track of your browser for a long time.
- When you close your browser – this is called a session cookie, the next time you start your browser these will have vanished.
- Some date in the past – this is how the server asks a browser to remove a previously-stored cookie.

c) Anonymous visitor statistics cookies

We use cookies to compile visitor statistics such as how many people have visited our website, what type of technology they are using, how long they spend on the site, what page they look at, etc. This helps us to continuously improve our website. These analytics programs also tell us, on an anonymous basis, how people reached this site (e.g. from a search engine) and whether they have been here before, helping us to develop our services for you. Our site uses the following analytics programs:

d) Google Analytics. Advertising or targeting cookies

These types of cookies are used to deliver adverts which will be more relevant to you and your interests. They are also used to limit the number of times you see an advertisement and to help measure the effectiveness of the advertising campaign. They are normally placed by advertising networks with our permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Targeting or advertising cookies will often be linked to site functionality provided by the other organisation.

e) Social website cookies

So you can easily 'Like' or 'Share' our content on social network sites, we have sharing buttons on our site. The privacy implications on this will vary from social network to social network and will be dependent on the privacy settings you have chosen on these networks.

f) Turning cookies off

You can usually switch cookies off by adjusting your browser settings to stop it from accepting cookies. Doing so, however, will likely limit the functionality of our website and a large proportion of the world's websites as cookies are a standard part of most modern websites.

7. What are your rights?

Under Data Protection legislation, you have a number of very important rights. You have a right to:

- Transparency over how we use your personal information (right to be informed).
- Request a copy of the information we hold about you, which will be provided to you within one month (right of access).
- Update or amend the information we hold about you if it is wrong (right of rectification).
- Ask us to stop using your information (right to restrict processing).

- Ask us to remove your personal information from our records (right to be 'forgotten').
- Object to the processing of your information for marketing purposes (right to object).
- Obtain and reuse your personal data for your own purposes (right to data portability).
- Not be subject to a decision when it is based on automated processing (automated decision making and profiling).

If you would like to know more about your rights under the data protection law see the Information Commissioners Office website.

Remember, you can change the way you hear from us or withdraw your permission for us to use your personal information at any time by using the form on our 'Contact Us' page.

8. How to contact us

If you wish to talk through anything in our privacy policy, find out more about your rights or obtain a copy of the information we hold about you, please contact our team (details at the bottom of this page) who will be happy to help.

If you wish to raise a complaint or talk to **Confidential** about anything in this policy please contact us:

By email: confidential.helpline@gmail.com

By post: **Confidential**, Dental Practice. 11 Victoria Road. Salford. M6 8FZ