

Privacy Policy

Clear Aligners Harrow

Last updated: 2 September 2026

Clear Aligners Harrow respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains how we collect, use, store and protect your personal information when you visit our website, contact us, enquire about our services or become a patient.

Website: clearalignersharrow.co.uk

Email: info@clearalignersharrow.co.uk

Telephone: 07774 943423

Practice: 198 High Road, Harrow, HA3 7BA, United Kingdom

For the purposes of applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, Clear Aligners Harrow is the data controller for the personal information we process.

1. Information we collect

We may collect personal information that you provide to us, including:

- Your name
- Telephone/mobile number
- Email address
- Address and contact details
- Appointment information
- Information contained in enquiries or messages
- Information provided through our website contact forms
- Photographs, dental images, scans or other files you choose to send to us
- Dental and medical information relevant to your treatment
- Treatment information and clinical records
- Payment and transaction information where necessary
- Information relating to your communications and interactions with us

If you become a patient, we may collect additional information necessary to provide safe and appropriate dental care, including medical history, dental history, clinical photographs, digital scans, X-rays, treatment plans and clinical notes.

Health information is considered **special-category personal data** under UK data protection law and receives additional protection.

2. Information collected through our website

When you use our website, we may collect information through contact forms and other website functions.

This may include your:

- Name
- Email address
- Telephone number
- Message or enquiry
- Any photographs or documents that you voluntarily upload

Please only provide information that is reasonably necessary for your enquiry.

If you choose to send photographs, dental information or other documents, these may contain health information. We will process this information in accordance with this Privacy Policy and applicable data protection law.

Our website is hosted by **123 Reg**.

3. How we use your information

We may use your personal information to:

- Respond to enquiries
- Contact you about your enquiry
- Arrange consultations and appointments
- Provide dental and orthodontic services
- Assess your suitability for clear aligner treatment
- Prepare and manage treatment plans
- Communicate with you regarding your treatment
- Send appointment reminders
- Maintain accurate clinical and patient records
- Process payments and manage accounts
- Communicate with you regarding your treatment or appointments
- Provide customer service
- Deal with complaints or concerns
- Improve our services and patient experience
- Manage our business and administration
- Maintain the security of our website and systems
- Prevent fraud, misuse or unlawful activity
- Meet our legal, regulatory and professional obligations

We will only use your information for purposes that are compatible with the purposes for which it was collected, unless otherwise permitted or required by law.

4. Our lawful bases for processing personal information

Under the UK GDPR, we must have a lawful basis for processing personal information.

Depending on the circumstances, we may rely on:

Consent

Where appropriate, we may ask for your consent to process your personal information.

You may withdraw consent at any time where consent is the lawful basis for processing.

Contract

We may process your information where this is necessary to provide services to you or to take steps at your request before providing services.

Legal obligation

We may process information where necessary to comply with a legal or regulatory requirement.

Legitimate interests

We may process information where this is necessary for our legitimate interests, provided those interests are not overridden by your rights and freedoms.

This may include managing enquiries, administering our business, improving our services and maintaining website security.

Healthcare

When we process health information in connection with providing dental care, we rely on the appropriate legal basis and special-category condition available under UK data protection law.

5. Dental and clinical information

If you become a patient, we may process information including:

- Medical history
- Dental history
- Current medication and relevant health information
- Dental photographs
- Digital scans
- X-rays
- Clinical notes

- Treatment plans
- Treatment progress
- Information about previous treatment
- Information required to provide safe and appropriate dental care

We only collect and use information that is reasonably necessary for the provision and administration of your dental care.

6. Who we share your information with

We do not sell your personal information.

Where necessary and appropriate, we may share information with trusted organisations and professionals involved in providing our services.

These may include:

Dental laboratories

We may share relevant patient and treatment information with dental laboratories involved in producing dental appliances, aligners or other dental work, including:

- **Six Month Smiles Lab**
- **ClearCorrect Lab**

Only information reasonably necessary for the relevant treatment or laboratory service will be shared.

Software and technology providers

We use third-party technology and software providers to help us manage enquiries, communications, patient information and our business.

These include:

- **123 Reg** – website hosting
- **LeadConnector** – lead management and customer relationship management
- Other software providers necessary to provide our dental, administrative, communication and payment services

Where third parties process personal information on our behalf, we take reasonable steps to ensure that appropriate contractual, technical and organisational safeguards are in place.

7. LeadConnector and CRM information

We may use LeadConnector as part of our customer relationship management and lead-management processes.

Information provided by prospective patients may be stored within these systems so that we can:

- Respond to enquiries
- Follow up with prospective patients
- Arrange consultations
- Manage communications
- Record interactions
- Manage the patient journey

Information will only be retained for as long as reasonably necessary for these purposes or where we have another lawful reason to retain it.

8. WhatsApp, telephone and email

We may communicate with you by telephone, email or WhatsApp.

If you choose to communicate with us using a third-party service such as WhatsApp, your use of that service is also subject to the privacy policy and terms of the relevant provider.

We will take reasonable steps to protect confidential information when communicating electronically.

However, no electronic communication method can be guaranteed to be completely secure.

Where possible, please avoid sending unnecessary sensitive information through ordinary messaging services.

9. Cookies

Our website may use cookies and similar technologies.

Cookies are small files stored on your device which help websites operate, remember preferences, analyse website usage and improve your experience.

Some cookies are necessary for the website to function. Other cookies, including certain analytics or advertising cookies, may require your consent.

You can manage or disable cookies through your browser settings.

Where required by law, we will obtain consent before using non-essential cookies.

10. Google reCAPTCHA

Our website may use Google reCAPTCHA to help protect our forms and website against spam and automated abuse.

Google may collect technical and usage information when reCAPTCHA is used.

Google's own privacy policy applies to its processing of information through this service.

Google's Privacy Policy can be found at:

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

11. International transfers

Some of the third-party technology, software, communication or other service providers we use may process information outside the United Kingdom.

Where personal information is transferred outside the UK, we will take appropriate steps to ensure that the transfer is lawful and that appropriate safeguards are in place where required by UK data protection law.

12. How we protect your information

We take reasonable technical and organisational measures to protect your personal information against:

- Unauthorised access
- Loss
- Misuse
- Accidental destruction
- Unauthorised disclosure
- Unauthorised alteration

Access to personal and clinical information is restricted to people who have a legitimate reason to access it.

However, no electronic storage or transmission system can be guaranteed to be completely secure.

13. How long we keep your information

We do not keep personal information indefinitely.

We retain different types of information for different periods depending on why we collected it and our legal, professional and regulatory obligations.

Patient and clinical records

Patient and clinical records will normally be retained for **7 years following the end of treatment or the last relevant patient contact**, unless there is a legitimate reason or legal/professional requirement to retain them for longer.

Clinical information may include dental records, treatment plans, photographs, scans, X-rays, clinical notes and relevant treatment correspondence.

Prospective patients and enquiries

Where you enquire about our services but do not become a patient, we will normally retain your enquiry and contact information for **12 months after our last meaningful contact with you**.

After this period, information will normally be securely deleted or anonymised unless there is a legitimate reason to retain it for longer.

For example, information may need to be retained where there is an ongoing enquiry, complaint, legal issue or other legitimate business or legal reason.

Marketing information

Where you have consented to receive marketing communications, we will retain your contact information only for as long as we have a legitimate marketing purpose or valid consent to do so.

We will regularly review marketing information and remove or suppress information that is no longer required.

Financial information

Financial and accounting records will be retained for the period required by applicable tax, accounting and legal requirements.

Different retention periods may therefore apply to financial records than to clinical records.

The UK GDPR requires organisations to ensure that personal information is not retained for longer than necessary and to have appropriate retention periods or criteria.

14. Your rights

Depending on the circumstances, you may have the following rights under UK data protection law:

- The right to be informed about how your information is used
- The right to access your personal information
- The right to ask us to correct inaccurate information
- The right to request deletion of your information in certain circumstances
- The right to request restriction of processing in certain circumstances
- The right to object to certain processing

- The right to data portability in certain circumstances
- The right to withdraw consent where we rely on consent

These rights are subject to certain legal exceptions and are not absolute.

For example, we may be required to retain certain clinical or financial records even if you request their deletion.

15. Marketing communications

We may contact you about our services, treatment options, offers or other information where permitted by law.

Where consent is required, we will obtain your consent before sending direct marketing communications.

You can ask us to stop sending marketing communications at any time.

You will continue to receive necessary administrative or treatment-related communications where these are required for your care or an existing service.

16. Children and young people

Where we process personal information relating to children or young people, we take appropriate care to ensure that their information is processed lawfully, fairly and securely.

Where appropriate, we may communicate with or obtain information from a parent, guardian or person with appropriate authority.

17. Third-party websites

Our website may contain links to other websites.

We are not responsible for the privacy practices, security or content of third-party websites.

We recommend reviewing the privacy policy of any third-party website you visit.

18. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect:

- Changes to our services

- Changes to our technology
- Changes to our data-processing arrangements
- Changes in legislation or regulatory requirements
- Changes to our privacy practices

The latest version will always be made available on our website.

The “Last updated” date at the top of this policy will be amended when significant changes are made.

19. Contact us

If you have any questions about this Privacy Policy or how we process your personal information, please contact us.

Clear Aligners Harrow

198 High Road
Harrow
HA3 7BA
United Kingdom

Telephone: 07774 943423

Email: info@clearalignersharrow.co.uk

20. Complaints

If you are unhappy with how we have handled your personal information, please contact us first so that we can investigate and try to resolve your concern.

You also have the right to complain to the **Information Commissioner's Office (ICO)**.

You can find information about making a complaint on the ICO's website:

<https://ico.org.uk/make-a-complaint/>

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