



Bosham Dental Laboratory Limited- Privacy Notice

This privacy policy sets out how Bosham Dental Laboratory Limited (Bosham) uses and protects any information that you give Bosham when you use this website. This privacy policy also covers all services and websites for Sussex and Hampshire Denture Clinic which is a trading name of Bosham Dental Laboratory Limited and operates from Bosham Dental Laboratory's premises in Bosham, West Sussex.

Bosham is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Bosham may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

What we collect

We collect the following information:

- name
- job title
- company or dental practice
- email address
- telephone number
- postal address
- details contained within your enquiry
- where you are a patient attending our laboratory, information required to provide our laboratory services (such as photographs, shade information and appointment details)
- where you are a patient attending our laboratory/ clinic, information required to provide our Clinical services (such as photographs, shade information and appointment details, information you provide on our medical history form, medication information you provide and information you provide when completing our PEEP form- Personal Emergency Evacuation Plan)
- Information we request from or provided by your dentist
- technical information collected through your use of our website (such as IP address, browser type and cookie information)
- information you provide when completing our website contact form, including your enquiry or message

What we do with the information we gather

We require this information to understand your needs and provide you with our services, and in particular for the following reasons:

- We mainly use your data to supply services and products to you
- We use the information you provide through our website contact form to respond to your enquiries, provide the information you have requested and communicate with you regarding our products and services.
- Your data will be processed within our systems to enable this service
- We use the information to improve our products and services

- We periodically send emails about new products or other information which we think you may find interesting using the email address which you have provided
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or mail. We may use the information to customise the website according to your interests
- To arrange appointments, consultations and shade matching services
- To respond to enquiries submitted through our website
- To comply with applicable laws and regulatory requirements, including obtaining the necessary information and appropriate dental professional referrals before we can provide certain products or services
- To maintain accurate records and meet our legal and business record-keeping obligations.

We may from time to time need to disclose certain information, which may include your Personal Data, to comply with a legal requirement, such as a law, regulation, court order, subpoena, warrant, in the course of a legal proceeding or in response to a law enforcement agency request. Also, we may use your Personal Data to protect the rights, property or safety of Bosham, our clients or third parties.

If there is a change of control in one of our businesses (whether by merger, sale, transfer of assets or otherwise) client information, which may include your Personal Data, could be disclosed to a potential purchaser under a confidentiality agreement. We would only disclose your information in good faith and where required by any of the above circumstances.

Information relating to patients

Although our primary customers are dental professionals, there are occasions where we process limited personal information relating to patients in order to provide our laboratory services.

This information may include your name, appointment details, photographs, shade information or other information provided by your treating dental practice or directly by you where appropriate.

We process this information solely for the purpose of manufacturing dental appliances, providing consultations and shade matching services, communicating with you where necessary and supporting your treating dental professional.

Where we process patient information on behalf of a dental practice, we generally do so as a Data Processor acting on the instructions of that practice.

When visiting Sussex and Hampshire Denture Clinic we may ask you to complete a medical history form. This may include medical and lifestyle information, current medication, personal details, next of kin information and details of your GP and Dentist. We require this information to ensure that treatment can be provided safely and appropriately, to enable us to give suitable advice regarding treatment and to comply with relevant legal and regulatory requirements.

We may take photographs where necessary to assist with the assessment, planning, provision or review of treatment and to maintain appropriate clinical records.

We may ask you whether you require a PEEP (Personal Emergency Evacuation Plan). Where a PEEP is required, we will ask you to provide the relevant information by completing a PEEP form so that appropriate arrangements can be made to support your safety in the event of an emergency.

Call Recording

We may record telephone calls for training, quality assurance, customer service and security purposes. Recordings help us maintain service standards, investigate complaints, verify instructions and protect both our business and those we communicate with.

Where call recording is used, we will process your personal data in accordance with applicable data protection laws and retain recordings only for as long as necessary for these purposes.

CCTV

CCTV operates at our premises to help protect the safety and security of staff, visitors and property and to assist in the prevention and detection of crime.

Where CCTV is used, we will process your personal data in accordance with applicable data protection laws and retain recordings only for as long as necessary for these purposes.

Our lawful basis for processing your data

We have set out a lawful basis for processing data in our Record of Processing Activities (ROPA). The ROPA guides how we process data.

Typically, we rely on one of the following basis: Consent, Legitimate Interests, Contract and Legal.

We rely on consent for activities such as cookie management and direct marketing when a legitimate interest does not apply.

We rely on legitimate interests where both you as a client and Bosham benefits from the processing. For example to manage our relationship with you, responding to enquiries, improving our services, managing our relationships with dental practices and protecting the safety of our staff, visitors and premises through the use of CCTV.

We rely on contract where we are supplying laboratory products, services or clinical services to our customers and patients or taking steps prior to entering into a contract. For patient information, where processing is necessary to provide the requested treatment or service, and Article 9(2)(h), together with Schedule 1, Part 1, paragraph 2 of the Data Protection Act 2018, for medical and other health information. Article 6(1)(c) may also apply where information must be retained or processed to meet a legal obligation.

We rely on legal to ensure we comply with the law, for example by sharing employee data with HMRC or gaining referrals from dentists

To understand our lawful basis further and how these impact on you please contact us

Your Privacy Choices and Rights

Your choices

You can choose not to provide us with personal data. If you choose to do this, you can continue to use the Bosham websites and browse the pages, but we will not be able to continue a relationship without personal data.

You can block cookies by activating a setting on our cookie banner, allowing you to refuse cookies. You can also delete cookies through your browser settings. If you turn off cookies, you can continue to use the Bosham websites and browse the pages. See the cookie section below for further detail.

You can opt-out of marketing by clicking the unsubscribe option in any marketing communications.

Your rights

You can exercise your rights by sending an email to info@boshamdentallab.co.uk

You have the right to access the information we hold about you. This includes the right to ask us supplementary information about:

- the categories of data we're processing
- the purposes of data processing
- the types of third parties to whom the data may be disclosed
- how long the data will be stored (or the criteria used to determine that period)
- your other rights regarding our use of your data

We will provide you with the information within one month of your request unless doing so would adversely affect the rights and freedoms of others (e.g. another person's confidentiality or intellectual property rights). We'll tell you if we can't meet your request for that reason.

You have the right to make us correct any inaccurate personal data about you.

You can object to us using your data for profiling or making automated decisions about you.

You have the right to port your data to another service. We will give you a copy of your data in CSV format so that you can provide it to another service.

If you ask us, and it is technically possible, we will directly transfer the data to the other service for you. We will not do so to the extent that this involves disclosing data about any other individual.

You have the right to be 'forgotten' by us. You can do this by asking us to erase any personal data we hold about you if it is no longer necessary for us to store the data for purposes of your relationship with Bosham or any other law.

You have the right to complain about our use of your data; please tell us first so we have a chance to address your concerns. If we fail in this, you can address any complaint to your local authority by following this link:

<https://globalprivacyassembly.org/participation-in-the-assembly/members-online/>

These rights apply to all the data categories listed in the 'Data we collect and how we collect it' section.

Security

We do everything we can to ensure the security of your data.

In today's data-driven and connected world, the security of your data is more critical than ever. We recognise this and have implemented security to keep your data safe.

All staff are bound by confidentiality and will never disclose or share your data unless authorised to do so.

Where patient information is processed, access is restricted to authorised personnel with a legitimate business need.

Bosham's data protection role

Bosham acts as both a Data Controller and a Data Processor depending on the circumstances. For information relating to our own employees, suppliers, website visitors, patients and customers we act as a Data Controller.

When processing patient information on behalf of a dental practice we will generally act as a Data Processor, processing personal data only on the documented instructions of the dental practice.

Where is your data stored?

Like most companies, Bosham utilises 3rd parties to provide services to our clients and to store data.

These 3rd parties will be based in the UK, EEA and in some cases outside of all three territories.

Bosham conducts thorough reviews of all its 3rd parties, including implementing data processing agreements, where possible, to ensure that every possible safeguard is in place and that the data is secure. Should there be a possibility that data could be exposed to a high level of risk, a Data Protection Impact Assessment will be completed and will be available upon request.

Where data is transferred outside of the UK, and the EEA Bosham has taken steps to ensure that your data is transferred under a lawful condition or safeguard as described in applicable laws Bosham adheres to.

If you would like to see a full list of processors who Bosham shares your data with please contact us.

Links To Other Websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website.

Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy notice. You should exercise caution and look at the privacy notice applicable to the website in question.

Marketing

When you provide us with your details or where we have collected your data lawfully, we will send you marketing emails to keep in touch and keep you updated on our products and services.

These messages will be Bosham specific; we do not sell your data or share it with other companies for advertising purposes; your data is used only to promote Bosham

Our marketing messages are sent via a specialist marketing tool. You can opt-out of marketing at any time by clicking the unsubscribe link in your emails or by contacting us directly.

There will be occasions when we send administrative messages. These messages are not deemed marketing and cannot be opted out of.

Marketing and administration emails you receive from us contain a tracking pixel. This pixel lets us know things such as our email campaigns' open rates and click rates.

The pixel also lets us know if an email has not been delivered to update our records and keep them current.

You can unsubscribe from marketing at any point.

When we analyse the data, we do so from an aggregated perspective, meaning that we report upon an overall number of open rates and click rates.

Payment processing

Bosham does not collect your payment details online or process them in any way.

How long is your data stored?

We retain information only for as long as necessary for the purpose it was collected and in accordance with our documented retention schedule.

To understand data retention in relation to your data, please contact info@boshamdentallab.co.uk

Cookies

We use cookies to enhance your browsing experience and improve our website. Cookies are small files stored on your device that help us recognize you when you return.

Our cookies include:

- Necessary cookies – essential for site functionality.
- Analytics cookies – track site usage to help us improve.
- Preference cookies – remember your settings like language or location.
- Advertising cookies – deliver relevant ads and measure campaign effectiveness.

You can manage your cookie preferences via the cookie banner. For more on cookies and how to control them, visit aboutcookies.org.

First-party cookies are set directly by our site and are required for full functionality. Disabling them may affect site use.

Third-party cookies include tools that collect anonymous data on how you interact with our site (e.g., mouse clicks, scrolling) to improve usability. This data is aggregated and not shared externally.

Breaches

If a personal data breach is likely to result in a risk to individuals' rights and freedoms, we will notify the ICO without undue delay and, where feasible, within 72 hours of becoming aware of it. Where the breach is likely to result in a high risk to affected individuals, we will also notify those individuals without undue delay.

Additional information

Bosham has not appointed a statutory Data Protection Officer as we are not required to by law. However, we have committed resources to manage our compliance with all applicable Data Protection laws.

A Record of Processing Activities (ROPA), in which the lawful basis for processing all of our data is maintained. Wherever Legitimate Interests is relied upon, an impact assessment has been created, available upon demand to those whose data is included.

This notice was created in July 2026 and is due for review no less than one calendar year from this date.

How to contact us

This website is owned and operated by Bosham.

General privacy enquiries: info@boshamdentallab.co.uk

Telephone: 01243 572463

Registered address: Unit 8 Broadbridge Business Centre, Delling Lane, Bosham, Chichester, PO18 8NF
Company number: 05485450