

Oral Health Foundation | Data collection

Privacy Policy



**Oral Health
Foundation**

Better oral health for all

The Oral Health Foundation has updated our privacy policy in line with new regulations on GDPR from 25th May 2018. We are committed to protecting and respecting your privacy. Whenever you provide us with personal information we will treat your information in accordance with the law and this privacy policy. In particular, we will:

- Collect information fairly
- Let you know how we will use it
- Keep information secure

Any changes we make to this privacy policy will be updated online at www.dentalhealth.org/privacy-policy. This document will also be updated and is available to access in the '[downloads](#)' area of the Oral Health Foundation website.

Scope of this policy

This policy applies to our websites located at www.dentalhealth.org, www.dentalhealthshop.org, www.nationalsmilemonth.org, www.mouthcancer.org, www.dentalbuddy.org and www.safetoothwhitening.org (each a "Site" and together the "Sites") and our databases. The websites are collectively referred to in this policy as the "Platforms".

Information we may collect from you

When you interact with us (examples of which are when you donate, register online, purchase from us or contact us - which includes applying for job with us or a grant from us), Oral Health Foundation may receive personal information about you, such as your:

- Name
- Email address
- Postal address
- Telephone number
- Debit or credit card details
- Information stored on devices that use the Apps (such as technical information about your device)
- Location information using technology on devices that use the Apps

When you visit and use our Sites, we may also use cookies, and collect information about your visit that

enables us to identify you and provide you with a more personalised service. For more details, please see the 'Cookies' and 'How we use your information' sections below.

We also aggregate statistics about users of our Platforms to enable us to operate more effectively, but these statistics do not include information which can identify you.

How we use your information

We use your information in a number of ways, which include:

- Sending you information about Oral Health Foundation, our activities (including our fund raising activities), our campaigns, competitions, surveys, supporters and beneficiaries, Word of Mouth and for marketing purposes (including via Facebook and other social media channels)
- Processing a donation that you have made
- Processing an order from our online shop
- Manage and use any contributions you provide to us, whether via the site or otherwise for our campaign purpose or our activities
- Dealing with entries into competitions
- Processing a grant or job application
- Responding to correspondence you have sent to us

If you have provided us with your personal details to participate in our National Smile Month or Mouth Cancer Action campaigns (for example, to set up a Giving Page, or to order from our shop), and you tell us you wish to participate in another campaign (for example, setting up a fundraising page for Mouth Cancer; or a Giving page for either), we may use the personal details you provided to us on that previous occasion to save you having to give them to us again.

We will only contact you with marketing information by email if you have given your consent for us to do so.

We may send you marketing, fundraising and other materials by post on the basis of our legitimate business interests (which means the interests of our organisation in conducting and managing our activities to enable us to provide the best service and experience and which might include contacting you to ensure our marketing is relevant to you so that we may process your information to tailor our marketing to your interests and sending you materials that relate to our activities).

You may opt out of receiving marketing materials from us at any time. Please see the 'Unsubscribe' section below for more information.

If you have consented to receive marketing, we may occasionally contact you to ask if you would be prepared to help us with our market research, for which participation is purely voluntary.

Disclosure of your information

We will never sell your personal data and we do not buy personal data about people who support other charities.

We may share your information with third parties in order to provide services to you. We may also share your personal information with:

- Selected third parties, including:
 - Business partners, suppliers, and sub-contractors, for the performance of any contract we enter into with them;
 - Analytics and search engine providers that assist us in the improvement and optimisation of our site and/or the provision of our services;
 - Where we are under a duty to disclose or share your personal information in order to comply with any legal obligations, or in order to enforce or apply our Terms of Use and other agreements; or to protect the rights, property, or safety of Oral Health Foundation, our donors, beneficiaries, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction;
 - For employees, payroll agencies, HMRC, pension and insurance companies.

We will keep your personal information confidential and where we provide it to other third parties we will only do so under contract, on conditions of confidentiality and security, and only for the purposes for which you have provided your information to us.

Except as listed above and unless we are required by law, we won't share financial information with third parties without your specific consent. Please note, by donating or making a purchase from our websites you are consenting to your financial and/or personal information being passed to any third party organisations necessary to process your transactions with Oral Health Foundation, such as credit card companies, banks, and the companies that handle shipping on our behalf. We will also share your data with HMRC if you give us permission that we can claim Gift Aid on your donation

Please be aware that any personal information you choose to post on the public areas of the site (such as the fundraiser gallery or Giving Pages) can be read, collected, or used by other users and could be used to send you unsolicited messages. We are not responsible for the personal information you choose to make public. In addition, we are not responsible for the content you publicly post on the site that can be found via web-based search engines

Some of our service providers may be located outside Europe, such as the U.S. or Canada, and by providing personal information to us, you consent to your information being processed on our behalf in these countries.

Children

If you are under 16, please make sure you have your parent or guardian's permission before you provide us with any personal information. Children under 16 must not provide us with personal information without this permission.

Third party websites

The Platforms may contain links to third party websites. This policy only applies to this website so if you follow a link to a third party website, please make sure you read the privacy policy on that website. We do not accept any responsibility for third party websites.

Unsubscribe

You have the right to ask us to stop processing your personal information, including for direct marketing purposes. If you no longer wish to receive direct marketing from us, simply follow the unsubscribe links in our emails to change your preferences or alternatively (including in relation to any other personal information that we hold) you can contact us with your request by writing to:

Oral Health Foundation UK
Smile House
2a East Union Street
Rugby
Warwickshire
CV22 6AJ

Email: mail@dentalhealth.org

Who we are

The Platforms are owned and operated by Oral Health Foundation whose place of business is Smile House, 2a East Union Street, Rugby UK. Oral Health Foundation a charity registered in England & Wales with number 263198, and a company limited by guarantee registered in England with Company number 1027338.

Cookies

What cookies do we use and how do we use them?

A number of our pages use the following cookies for the following purposes:

Cookie name	Cookie description
ASP.NET_SessionId	This cookie helps you use functions such as the online shop by enabling us to identify your visit between page loads. This cookie is destroyed each time you close your browser.
PHPSESSID	This cookie helps you to navigate between different parts of the dentalhealth.org site. It allows us to remember certain settings, like the part of the site you were using. This cookie is destroyed each time you close your browser.
SESS<32 long hash>	If you are logged into your account, or are filling in any information on the site, this cookie is used to provide extra security by making it harder for another computer to imitate you.
mt_device	If you specifically choose either the desktop or mobile version of the site, this cookie allows us to remember your choice.
cc_cookie_accept	Stores whether the you have accepted the cookie message or not.
has_js	This is set by our content management system (CMS) on a session basis. It is 1 or 0 depending on whether you have JavaScript enabled.
cr_cookie_banner	This is used to remember whether the user has closed the cookie banner notice already so it doesn't pop up again.
respimg	This is used for mobile devices, it stores a number which represents a width in pixels. Anything below that number is considered to be a mobile device.
respimg_ratio	This is used when resizing the image whether to keep its ratio or not. It is set to 1 on this site.
ARRAffinity	Tells our infrastructure which server to handle the request.
MemberLoggedIn	A binary flag which stores whether you are logged in or not.

ai_session	Tracks you as you navigate the website predominately for infrastructure performance insights.
ai_user	
DisplayName	Keeps track of a donors preference to show your name during a Direct Debit.

Third party cookies

Google Analytics	
Cookie name	Cookie description
__ut	<p>We use a service called Google Analytics which collects information about how visitors use our site. We use the information to promote our campaigns online (including via search and display advertising and using a feature called “remarketing” (displaying relevant ads to people who have visited our site whilst they browse other sites), as well as to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from, and the pages they visited.</p> <p>Google Analytics also provides high level visitor demographics and interests data taken from the Google Ads Display Network. This additional information helps us better understand our audience and improve the services we offer. For more information about these cookies, please visit this link If you wish to opt out from Google Analytics, you can download an opt-out tool from Google.</p>
__utma	Stores the amount of visits of a user, the time of their first visit, the previous visit, and the current visit. It does not contain any personal information and is used only for analytical purposes.
__utmz	This performance cookie stores where a user came from (eg. search engine, search keyword, link).
_ga & _gid	Used to distinguish between website users in Google Analytics.
_gat_UA-114159484-1	Used to moderate calls to the Google Analytics service.

CloudFlare	
Cookie name	Cookie description
__cfduid	Identify individual clients behind a shared IP address and apply security settings on a per-client basis.

DoubleClick.net	
Cookie name	Cookie description
_ct_rmm	These cookies are managed by DoubleClick, an advertising platform we use to display adverts. They help us identify which visitors to our website have seen or clicked one of our adverts.

ShareThis	
Cookie name	Cookie description
__unam	Set as part of the ShareThis service and monitors “click-stream” activity, e.g. web pages viewed, navigation from page to page, time spent on each page etc. The ShareThis service only identifies a user if they have separately signed up with ShareThis for a ShareThis account and given them consent. Checks how long you stay on a site: when a visit starts, and ends. It does not contain any personal information and is used only for analytical purposes.

Worldpay	
Cookie name	Cookie description
JSESSIONID	If you make a donation or payment on our site, these cookies are used by Worldpay to enable your visit to be identified between page loads, and to make sure that at the payment point only your specific computer can continue with payment. These cookies are destroyed each time you close your browser.
machine	

Yieldify	
Cookie name	Cookie description
yieldify	We use a web analytics tool called Yieldify, which takes an anonymous sample of users and records their actions on the website (e.g. mouse clicks). The service is anonymous and does not collect personal information. Yieldify helps us identify areas of the website in which we can improve the user journey. For more information, visit this link .

Cookies are not used for any purpose other than those described here and will not affect the performance of your computer.

How to control cookies

You can control and/or delete cookies as you wish or delete cookies installed by the site - for more details, see aboutcookies.org. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. To do so you should modify your browser settings click on the help section of your Internet browser and follow the instructions. If you do this, however, you may have to manually adjust some preferences every time you visit the site and some services and functionalities may not work.