

Privacy Notice

Data Controller

Your personal data will be processed by **SMILE2IMPRESS, SL**, with Tax ID Number B67402032 and address at c/ Calabria, 169 - 08015 Barcelona, Spain, as joint controller with its subsidiary entity that provides services in the territory of your dental center (hereinafter, "IMPRESS®"). Data Protection Officer: dpo@smile2impress.com.

Collected data

Through this website, IMPRESS® provides users with a data collection form to request an appointment at one of the clinics that offer IMPRESS® orthodontic treatments. Collected data are identification data (name and surname), contact data (email and telephone number) and location data (city). In addition to the above, this website uses its own and third-party cookies for different purposes. Please consult the cookie policy in the corresponding section of this website.

Purposes and lawfulness of processing

IMPRESS® will process collected data with the sole purpose of managing the appointment requested by the data subject, with legal basis in the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract, pursuant to article 6.1.b) of Regulation (EU) 2016/679 on Data Protection. The above includes the processing of the users contact data to send them emails and/or call them by phone for the purposes of closing the appointment at the chosen clinic, reminding them of said appointment days before and/or resolving doubts or incidents related to such appointment.

Retention period

Collected data will be retained for a period of two (2) years. After this period has elapsed without the user having closed an appointment, their personal data will be deleted from the IMPRESS® databases.

Recipients and international transfers

If the user selects a partner or associated clinic of IMPRESS®, their personal data will be transferred to said clinic, exclusively for their processing with the same purposes and legal basis mentioned here. There are no international data transfers.

Data Subjects Rights

Data Subjects can exercise the following rights, pursuant to articles 15 to 22 of Regulation (EU) 2016/679 on Data Protection:

- Right of access, if they wish to confirm whether their personal data is being processed and, if so, obtain a copy of said data and complete information about its processing.
- Right to rectification, if they wish to request the correction of errors, the amendment of inaccurate or incomplete data and, ultimately, guarantee the certainty of the information that is processed.
- Right to erasure, if they wish to request the cancellation or deletion of their data, in the event that the treatment is illicit or the purpose that motivated its treatment or collection has disappeared.
- Right to object, if they wish to object to the processing of their personal data for commercial purposes, including profiling for this purpose. In the case of processing based on a legitimate interest, the data subjects also have the right to object to the processing for reasons related to a particular situation, provided that compelling legitimate reasons for the processing do not prevail or the data are necessary for the formulation, exercise or the defense of claims.
- Right to restriction of processing, if they wish to request the suspension of processing in the event that it is illicit or the accuracy of the data has been challenged.
- Right to portability, if they wish to request a copy of their data in a structured, commonly used and machine-readable format for direct transmission to another data controller.
- Right to obtain guarantees in automated individual decision making, which means requiring human intervention, expressing your point of view and/or challenging decisions based solely on the automated processing of your personal data, including profiling.

In order to exercise these rights, you can send your request via email to gdpr@smile2impress.com. The exercise of these rights is free of charge, unless access requests are manifestly unfounded or excessive, in which case we reserve the right to apply a reasonable fee to cover the cost of processing your request. In case of doubts or complaints about the processing of your personal data, you can contact the Data Protection Officer and, ultimately, file a claim with the competent data protection authority.

Last update: February 16, 2024