

DENTAVERSE COOKIE POLICY

Comprehensive Disclosure for <https://dentaverse.co.uk/> | Last Updated: May 12, 2026

1. OVERVIEW AND SCOPE

This Cookie Policy explains how Dentaverse ("we", "us", and "our") uses cookies and similar technologies to recognize you when you visit our website at <https://dentaverse.co.uk/> ("Website"). It explains what these technologies are and why we use them, as well as your rights to control our use of them. In the context of clinical VR distraction therapy, Dentaverse utilizes specific tracking technologies to ensure the seamless delivery of high-bandwidth immersive content and to maintain session integrity within dental operatory environments. By continuing to use our site, you agree to our use of cookies as described in this policy.

WE VALUE YOUR PRIVACY: Dentaverse does not use cookies to collect sensitive patient clinical data.

2. WHAT ARE COOKIES?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information. Cookies set by the website owner (in this case, Dentaverse) are called "first-party cookies". Cookies set by parties other than the website owner are called "third-party cookies". Third-party cookies enable third-party features or functionality to be provided on or through the website (e.g., advertising, interactive content, and analytics).

3. TYPES OF COOKIES WE USE

The specific types of first and third-party cookies served through our Website and the purposes they perform are described in the table below:

Cookie Category	Description & Purpose	Expiry
Essential Cookies	Strictly necessary to provide you with services available through our Website and to use some of its features, such as access to secure clinic dashboard areas.	Session
Performance & Functionality	Used to enhance the performance and functionality of our Website but are non-essential to their use (e.g., remembering VR headset calibration settings).	1 Year
Analytics & Customization	Collect information that is used either in aggregate form to help us understand how our Website is being used or how effective our marketing campaigns are.	2 Years
VR Session Cookies	Proprietary tokens used to synchronize the Dentaverse Elite headset with the local operatory network for low-latency streaming.	24 Hours
Security Cookies	Used to identify and prevent security risks, specifically relating to unauthorized dashboard access.	30 Days
Preferences	Cookies that allow our site to remember choices you make (such as your clinic name or language).	6 Months

4. HOW DO WE USE COOKIES?

We use cookies for several reasons. Some cookies are required for technical reasons in order for our Website to operate. We refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Online Property. Third parties serve cookies through our Website for advertising, analytics, and other purposes. This is described in more detail below.

4.1 User Experience Optimization

To ensure that the Dentaverse Elite interface loads quickly and maintains its high-fidelity 3D assets, we use caching cookies that store static assets locally on your browser. This reduces bandwidth consumption within the dental practice, ensuring that the patient's VR experience is never interrupted by network congestion.

5. THIRD-PARTY COOKIES AND PLUGINS

In addition to our own cookies, we may also use various third-party cookies to report usage statistics of the Website, deliver advertisements on and through the Website, and so on. These include analytics providers like Google Analytics to help us understand site traffic and HubSpot for managing clinical partner communications.

6. CONTROLLING COOKIES

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to select which categories of cookies you accept or reject. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

7. VR SPECIFIC TRACKING

The Dentaverse platform utilizes proprietary "Latency Tokens" which function similarly to cookies but operate between the VR headset and our UK-based servers. These tokens are essential for the delivery of the Dentaverse Elite "Distraction Therapy" environments, ensuring that the 60fps refresh rate is maintained for patient comfort. Disabling these via firewall or browser settings will result in system failure.

8. UPDATES TO THIS POLICY

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies. The date at the top of this Cookie Policy indicates when it was last updated.

9. CONTACT INFORMATION

If you have any questions about our use of cookies or other technologies, please email us at privacy@dentaverse.co.uk or by post to our registered UK office address found on our contact page.