

# DENTAVERSE

## Privacy Policy & Data Protection

**Effective Date:** May 12, 2026

**Website:** <https://dentaverse.co.uk/>

### Our Commitment to Privacy

At Dentaverse, we are committed to protecting the privacy and security of our users and clients. This Privacy Policy details how we collect, use, and protect the personal data associated with our clinical-grade VR distraction therapy systems and patient experience platforms.

## 1. Introduction

Welcome to Dentaverse ("we," "our," or "us"). We operate the website <https://dentaverse.co.uk/> and provide premium VR distraction therapy systems (Dentaverse Elite) designed specifically for dental clinics. We respect your privacy and are committed to complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## 2. Information We Collect

To provide our bespoke patient experience platform and VR solutions, we may collect the following types of data:

### 2.1 Personal Information (Clinics & Partners)

- **Contact Details:** Names, email addresses, phone numbers, and clinic addresses of dental professionals.
- **Account Data:** Usernames and encrypted passwords for accessing our wellness report dashboard.
- **Financial Information:** Billing details required for the installation, licensing, and ongoing support of Dentaverse Elite systems.

### 2.2 Patient Experience & Biometric Data

- **Real-Time Monitoring:** Live biometric awareness data (such as perceived stress indicators) used to adapt the VR experience in real time.
- **Post-Session Feedback:** Wellness reports and patient feedback collected after the VR session.

- *Note:* Patient data is processed on behalf of the dental clinic (the Data Controller). We act as the Data Processor and ensure all patient data is strictly anonymised where applicable.

## 2.3 Technical Data

- **Device Telemetry:** Log files, software versions, and hardware performance metrics of our VR headsets.
- **Usage Analytics:** Data regarding which of our 50+ therapeutic environments are most frequently used, helping us curate and improve our content library.

## 3. How We Use Your Information

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We use the collected information for the following purposes:

- **Service Delivery:** To operate the Dentaverse platform and ensure smooth integration into clinical workflows.
- **System Improvement:** To analyse user interactions and continuously improve our curated VR environments.
- **Technical Support:** To provide ongoing hardware maintenance, software updates, and customer service.
- **Compliance:** To ensure our systems meet UK medical device standards and clinical environment requirements.

## 4. Data Sharing and Disclosure

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We do not sell your personal data. We may share information only in the following circumstances:

- **Service Providers:** Trusted third parties who assist us with cloud hosting, technical support, and analytics.
- **Legal Requirements:** If required to do so by law, court order, or to comply with regulatory authorities.
- **Business Transfers:** In connection with a merger, acquisition, or sale of company assets.

## 5. Data Security

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We implement stringent security measures to protect your data. All communication between our VR headsets and the Dentaverse cloud is encrypted. We maintain administrative, technical, and physical safeguards to prevent unauthorised access or disclosure.

## 6. Your Rights

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Under the UK GDPR, you have the right to:

- Request access to the personal data we hold about you.
- Request the correction of inaccurate data.
- Request the deletion of your data ("Right to be Forgotten").
- Object to or restrict the processing of your data.
- Request data portability.

## 7. Contact Us

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If you have any questions or concerns regarding this Privacy Policy or our data practices, please contact us at:

**Website:** <https://dentaverse.co.uk/>

**Email:** [privacy@dentaverse.co.uk](mailto:privacy@dentaverse.co.uk)