DENTAL DIRECTORY PRIVACY NOTICE

Effective Date: 29 October 2026

1. Introduction

This Privacy Notice explains how DD Products and Services Ltd, trading as Dental Directory ("Dental Directory", "we", "our" or "us"), collects, uses, shares, stores and otherwise processes your personal information when you:

- create or use an account on the Dental Directory website;
- purchase products or services from us;
- use our equipment, engineering, training or compliance services;
- contact us;
- attend our events, exhibitions or training; or
- otherwise interact with us.

Dental Directory is committed to protecting your privacy and processing your personal information fairly, lawfully and transparently in accordance with the UK General Data Protection Regulation ("UK GDPR"), the Data Protection Act 2018 and other applicable privacy legislation.

As part of the **DD Group** of companies, we also process certain personal information as part of shared Group activities and services. Further information about how personal information is processed across the DD Group, including our approach to data protection, Group sharing and recruitment, is available in the DD Group Privacy Notice. The DD Group has appointed a Data Protection Officer who oversees compliance with applicable data protection legislation. Details of how to contact the Data Protection Officer can be found within the DD Group Privacy Notice.

If you have any questions about this Privacy Notice, wish to exercise your privacy rights, or would like to update your information, please contact us at: marketing@ddgroup.com.

2. Who does this Privacy Notice apply to?

This Privacy Notice applies to personal information relating to:

- customers and account holders;
- registered healthcare professionals and other professionals purchasing or using our products and services;
- prospective customers;
- users of the Dental Directory website;
- individuals who contact us; and
- attendees at Dental Directory events, exhibitions and training.

3. Different ways we process personal information

Customer and professional information

When you register for an account, purchase products or services, verify your professional status or otherwise interact directly with Dental Directory, we act as the data controller and determine how and why your personal information is processed.

Services and other activities

Where you use our equipment, engineering, training, compliance or other services, we may collect additional information necessary to provide and administer those services. The nature of that information will depend on the service involved. Where a particular service involves materially different processing, we may provide additional privacy information at the point the information is collected.

Other DD Group services

Some products or services accessible through or associated with the Dental Directory website may be provided by another DD Group company. Where another Group company is responsible for the relevant processing, that company will be the controller of your personal information for those purposes. For example, pharmacy and electronic prescribing services provided by Medfx are covered by the Medfx Privacy Notice. Mi-Tec Ltd and Dolby Medical Ltd may also be responsible for processing personal information in connection with products or services supplied by those companies. Further information about how personal information is processed across the DD Group and how to exercise your rights is available in the DD Group Privacy Notice.

4. Personal Information We Collect and How We Collect It

We collect personal information directly from you, automatically when you use our website and, where appropriate, from third parties. The personal information we collect depends on how you interact with Dental Directory and the products or services you use.

Depending on the circumstances, this may include:

- your name and contact details;
- your employer, practice or place of work;
- billing, delivery and correspondence addresses;
- professional title, registration number and speciality;
- account details and communications with us;
- information relating to products and services you purchase or use;
- marketing preferences; and
- information you provide when entering competitions, surveys or promotions, providing feedback or attending events.

Where required by law, regulation or the nature of the products or services involved, we may also collect and verify information relating to your professional registration, qualifications, photographic identification, insurance details and eligibility to purchase restricted or regulated products.

When you purchase products or services from us, we also collect information relating to your orders, deliveries, returns, service history and customer account. Payment card information entered on our payment provider's site is processed directly by that provider and is not stored by Dental Directory.

Website information

When you visit our website, we automatically collect certain technical information, such as your IP address, browser type, device information and website usage data through cookies and similar technologies. Further information is available in our Cookie Policy.

Information from third parties

We may receive personal information from third parties where they are lawfully permitted to provide it to us. This may include other DD Group companies, professional or regulatory registers, manufacturers and brand partners, service providers and organisations which support our competitions, promotions or events.

5. How We Use Your Personal Information and the Lawful Basis for Processing

We will only use your personal information where we have a lawful basis under applicable data protection legislation. Depending on how you interact with us, we may use your information to:

- administer your account;
- process and deliver orders;
- provide equipment, engineering, training, compliance and other services;
- verify your professional status or eligibility to purchase particular products where required;
- respond to enquiries and provide customer support;
- manage returns, warranties, technical support, product safety matters and recalls;
- send service communications;
- manage events, exhibitions and training;
- comply with legal and regulatory obligations;
- improve our products, services and website;
- conduct customer research, surveys and analysis, including to understand and improve our products, services and customer experience;
- prevent fraud and maintain the security of our systems; and
- send marketing communications where permitted by law or with your consent where required.

We rely on one or more of the following lawful bases:

- performance of a contract, or taking steps at your request before entering into a contract;
- compliance with a legal obligation;
- our legitimate interests, where these are not overridden by your rights and freedoms, which include operating and improving our business, maintaining customer relationships, protecting our systems and information, preventing fraud, complying with applicable law and industry standards and ensuring the efficient administration of our business; and
- your consent, where required.

Where we process special category personal information, we will only do so where an additional condition for processing applies under applicable data protection law.

6. Marketing Communications

Where permitted by law, we may send you information about products and services that may be of interest to you. Where consent is required, we will obtain it before sending marketing communications.

You can opt out of marketing at any time using the unsubscribe link in our emails, updating your account preferences where available or contacting us. We may still send service-related communications regarding your account, orders, services or product safety.

We may also use secure hashed identifiers with advertising platforms to measure advertising effectiveness and improve the relevance of our marketing. You may object to this processing at any time. Further information about cookies and advertising technologies is available in our Cookie Policy.

7. Sharing Your Personal Information

We only share your personal information where necessary for the purposes described in this Privacy Notice, where required by law or where we otherwise have an appropriate lawful basis. Where organisations process personal information on our behalf, we require them to protect it appropriately and comply with applicable data protection legislation.

DD Group companies

As part of the DD Group, we may share personal information with other Group companies where necessary for purposes such as customer administration, finance, IT support, legal and regulatory compliance, information security, internal reporting and business management, marketing relevant products and services offered by other DD Group companies where permitted by law, or where another Group company provides a product or service to you. Access is limited to those with a legitimate business need. Further information about Group-wide processing is available in the DD Group Privacy Notice.

Service providers

We use carefully selected third-party providers to support our business, including providers of website hosting, cloud services, IT support, logistics, payment processing, customer relationship management, marketing, customer research and surveys, document storage, professional verification and fraud prevention services. Where these organisations process personal information on our behalf, they do so under appropriate contractual arrangements.

Manufacturers, suppliers and brand partners

To supply or support products or services, fulfil or administer your orders, verify professional eligibility, or manage our contractual relationship with you, we may share limited personal information with manufacturers, suppliers or brand partners. This may include sharing information for order fulfilment, product delivery, professional verification, warranty administration, technical support, training, product safety, recalls and regulatory compliance. We do this where it is necessary for our legitimate interests in operating and managing our business and providing our products and services effectively. Where these organisations receive your personal information as independent controllers, they will process it in accordance with their own privacy notices.

Regulators, professional advisers and others

We may disclose personal information where required by law or regulation, in response to lawful requests from regulators or public authorities, to establish, exercise or defend legal claims, in connection with corporate transactions or reorganisations, or to obtain professional advice.

8. International Transfers of Personal Information

Some DD Group companies, suppliers, service providers and other organisations with whom we share personal information may be located outside the United Kingdom.

Where personal information is transferred internationally, we will ensure appropriate safeguards are in place in accordance with UK data protection legislation. These may include UK adequacy regulations, the UK

International Data Transfer Agreement, the UK International Data Transfer Addendum to the EU Standard Contractual Clauses or another lawful transfer mechanism. Further information about international transfers within the DD Group is available in the DD Group Privacy Notice.

9. How Long We Keep Your Personal Information

We retain personal information only for as long as necessary to fulfil the purposes for which it was collected, including to comply with legal, regulatory, tax, accounting and reporting obligations. Different categories of information are retained for different periods depending on the nature of the processing.

As a general account-management rule, unused customer accounts may be closed after two years of inactivity or upon request, and associated personal information may be retained for up to seven years following account closure where required for legal, tax, accounting, regulatory or claims purposes. Other information may be subject to different retention periods under the DD Group data retention framework.

10. Keeping Your Personal Information Secure

We implement appropriate technical and organisational measures to protect personal information against unauthorised access, loss, misuse or disclosure.

11. Your Privacy Rights and Complaints

Under UK data protection law, you have a number of rights in relation to your personal information. Further information about these rights is available from the Information Commissioner's Office (ICO), the UK's independent regulator for data protection matters. To exercise any of your rights, please contact us using the details below.

We hope that we can resolve any questions or concerns you may have regarding the way we process your personal information. If you have a concern about how we have handled your personal information, please contact us first so that we have the opportunity to investigate and resolve the matter. You also have the right to lodge a complaint with the ICO.

12. Contact Us

If you have any questions about this Privacy Notice or how Dental Directory processes your personal information, please contact us:

DD Products and Services Ltd, trading as Dental Directory
6 Perry Way, Witham, Essex, CM8 3SX
Email: marketing@ddgroup.com

Alternatively, you may contact the DD Group Data Protection Officer using the contact details available within the DD Group Privacy Notice or by contacting us using the details above.

We will respond to privacy requests in accordance with applicable data protection legislation.

13. Changes to this Privacy Notice

We may update this Privacy Notice from time to time to reflect changes to our business, our products and services, applicable laws or regulatory guidance.

The latest version will always be available on our website and will show the date on which it became effective. Where we make material changes to this Privacy Notice, we will take appropriate steps to notify affected individuals where required by applicable law.