MARISALENNIE

Privacy and Cookie Policy

How personal information is handled on marisalennie.com · Last updated 28 October 2026

In short. This website uses Google Analytics only if you choose "Accept" in the cookie banner; until then no analytics run and no cookies are set. It does not use advertising trackers. If you send an enquiry, your details are emailed to me so I can reply, and they are not stored on the website. Please don't include medical details in an enquiry; we'll go through your health at your appointment. You can ask to see, correct or delete your information at any time by emailing hello@marisalennie.com.

1. About this policy

This policy explains what personal information is collected when you visit marisalennie.com or contact me through it, why it is collected, who it is shared with, how long it is kept, and the rights you have under the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations (PECR).

It covers this website only. If you become a patient, your dental records are held by Bilton Road Dental Practice under its own privacy notice, which the practice can give you on request.

2. Who is responsible for your information

The data controller for this website is Marisa Lennie, GDC-registered Dental Hygienist & Therapist (GDC No. 252605), referred to as "I" or "me" in this policy.

Contact	Details
Email	hello@marisalennie.com
Where I see patients	Bilton Road Dental Practice, 56 Bilton Rd, Perivale, Greenford, London UB6 7DH

3. What information is collected

When you send an enquiry through the Contact page form or by email:

- your name and email address
- your phone number, if you choose to give it
- the topic you choose (for example, booking a hygiene appointment) and your message

Please don't include health information in an enquiry. If you do, it is used only to reply to you and is handled with extra care, as explained in section 4.

When you visit the website, the hosting provider automatically records technical information in its server logs, such as your IP address, browser type, the pages requested and the date and time. This is used to deliver the site and keep it secure.

When the enquiry form is sent, two automatic checks run to stop spam:

- the form details, your IP address and browser information are checked by Akismet, a spam-filtering service
- a one-way scrambled (hashed) version of your IP address is kept for one hour to limit repeated submissions

If you accept analytics cookies, Google Analytics records how the website is used: the pages you visit, how you arrived (for example from a search engine), your approximate location (town or region), and your device, browser and screen size. Google states that Google Analytics 4 does not log or store IP addresses. This is only collected if you choose "Accept" in the cookie banner.

I do not use advertising or social media tracking tools on this website, Google Analytics advertising features are switched off, and I do not build profiles of visitors.

4. Why your information is used, and the lawful basis

Purpose	Information	Lawful basis (UK GDPR)
Replying to your enquiry and arranging an appointment if you ask for one	Enquiry details	Steps taken at your request before providing care (Article 6(1)(b)), and my legitimate interest in responding to people who contact me (Article 6(1)(f))
Keeping the website running and secure, and blocking spam	Server logs, IP address, browser information, enquiry details checked for spam	Legitimate interests in operating a secure website (Article 6(1)(f))
Understanding which pages are useful so the website can be improved	Google Analytics usage information (only if you accept analytics cookies)	Your consent (Article 6(1)(a)), which you can withdraw at any time from "Cookie settings" in the website footer
Meeting legal or regulatory obligations, such as responding to a lawful request	Any relevant information	Legal obligation (Article 6(1)(c))
Health information you choose to include in an enquiry	Health details you provide	Provision of health care by a health professional under a duty of confidentiality (Article 9(2)(h), with Schedule 1 of the Data Protection Act 2018)

Where I rely on legitimate interests, I have considered your rights and kept the information to the minimum needed. You can object at any time (see section 9).

5. Children

This website is not designed to collect information directly from children. Enquiries about appointments for a child should be made by a parent or guardian.

6. Who your information is shared with

Your information is never sold or used for marketing. It is shared only with the following, and only as far as needed:

Recipient	Why	Location
Automattic Inc. (WordPress.com)	Hosts the website and processes server logs	United States and other countries
Automattic Inc. (Akismet)	Checks enquiries for spam	United States and other countries
Titan Solution Ltd (Titan Email, supplied through WordPress.com Professional Email)	Receives and stores enquiry emails sent to hello@marisalennie.com	Outside the UK
Bilton Road Dental Practice	Booking you in, if you ask for an appointment	United Kingdom
Google (Google Analytics)	Measures how the website is used, only if you accept analytics cookies (see section 10)	United States and other countries
Google (Google Maps)	Only if you choose to load the interactive map (see section 10)	United States and other countries

Information may also be disclosed if the law requires it, for example to a regulator or the police with proper authority.

7. International transfers

Some of the services above process data outside the UK. Automattic states that it protects such transfers with UK-approved standard contractual clauses. Titan states that it uses binding contractual safeguards with the providers it relies on. Google sets out the safeguards it uses in its own privacy policy. You can ask me for more information about these safeguards.

8. How long information is kept

Information	How long
Enquiry emails	Up to 12 months after our last contact, then deleted. If you become a patient, your records are held by the practice under its own retention rules
Hosting server logs	About 30 days, set by the hosting provider
Akismet spam-check data	Usually between two weeks and 90 days, set by Akismet
Hashed IP address used to limit repeated form submissions	One hour
Google Analytics usage information	14 months, then deleted automatically by Google Analytics

9. Your rights

Under UK GDPR you have the right to:

- ask for a copy of the personal information held about you
- ask for inaccurate information to be corrected
- ask for your information to be deleted
- ask for the use of your information to be restricted
- object to the use of your information where it is based on legitimate interests
- ask for information you provided to be transferred to you or another organisation, where this applies

To use any of these rights, email hello@marisalennie.com. There is no charge, and you will normally receive a reply within one month. I may need to confirm your identity first.

If you are unhappy with how your information has been handled, please contact me first. You also have the right to complain to the Information Commissioner's Office (ICO): ico.org.uk/make-a-complaint or 0303 123 1113.

10. Cookies and similar technologies

Cookies are small files a website stores on your device. Similar technologies include your browser's local and session storage. Under PECR, a website needs your consent for these unless they are strictly necessary for something you have asked for.

No cookies are set for visitors unless you choose "Accept" in the cookie banner. The table below lists everything the website uses. You can change your choice at any time from "Cookie settings" at the foot of every page; if you withdraw consent, the analytics cookies are deleted.

Name or service	What it does	Type and duration	Consent
_ga and _ga_R5E8L9FPR5 (Google Analytics cookies)	Tell visits apart so Google Analytics can count visitors and pages viewed	Cookies, kept for up to 2 years	Only set if you choose "Accept"
mlConsent (local storage)	Remembers whether you accepted or rejected analytics cookies, so the banner doesn't reappear on every page	Local storage, kept for 12 months, then you are asked again	Not needed: strictly necessary to record your choice
mlDisclaimerSeen (session storage)	Remembers that you have closed the "Before you continue" notice, so it doesn't appear on every page	Session storage, deleted when you close the browser tab	Not needed: strictly necessary for the notice you closed
Google Maps (Contact page and homepage)	Shows an interactive map of the practice. Nothing is loaded from Google until you click "Show interactive map"	Google may set its own cookies once the map is loaded. See Google's privacy policy	Given by clicking the button. If you don't click it, Google receives nothing
WordPress login cookies	Keep website editors signed in	Only set for people who log in to manage the site; visitors never receive them	Not needed: strictly necessary

Fonts and images are served from this website itself, so no information is sent to font or image services when you browse. Links to other websites, such as the GDC register, the NHS or Google Maps, are governed by those websites' own privacy policies.

You can also block or delete cookies in your browser settings. Doing so will not affect how this website works.

If any other non-essential tools are added in future, this policy will be updated first, and they will not run until you have given consent.

11. Keeping your information secure

The website uses HTTPS encryption. The enquiry form sends your message by email and does not store it on the website. Access to the website's administration area and to the enquiry mailbox is limited to the people who need it.

Email is not a fully secure way to send sensitive information, which is why the form asks you not to include medical details.

12. Changes to this policy

This policy is reviewed when the website changes and at least once a year. The date at the top shows when it was last updated. The current version is always available from the link in the website footer.

13. Contact

All privacy questions and requests are handled by email, so you don't need to write or visit in person. For any question about this policy or your information, email hello@marisalennie.com.