

Cookies Policy

1. What Are Cookies?

Cookies are small text files that are placed on your computer, tablet, or mobile device when you visit a website. They are widely used to make websites work efficiently, improve the user experience, and provide information to website owners.

Cookies do not contain any information that personally identifies you on their own, but they may be linked to personal data that we hold about you — for example, if you submit an enquiry form on our website. In those cases, our use of that data is governed by our Data Protection Policy, which is available on our website and at reception.

2. Who We Are

This Cookies Policy applies to the website of Biggleswade Dental Centre, trading as Ballard & Tucker Ltd. For the purposes of UK data protection law, the Data Controller is Dr Hema Dhingra.

Practice	Biggleswade Dental Centre t/a Ballard & Tucker Ltd
Address	Saffron Road, Biggleswade, Bedfordshire, SG18 8DJ
Email	mailto:enquiries@toothfairys.co.uk
Phone	01767660555
Website	www.biggleswadedentalcentre.co.uk

If you have any questions about how we use cookies, please contact our Information Governance Lead, Sarah Meeds, using the details above.

3. How We Use Cookies

We use cookies on our website to:

- Ensure the website functions correctly and securely
- Remember your preferences and settings
- Understand how visitors use our website so we can improve it
- Measure the effectiveness of our content and online services

We do not use cookies to serve you with targeted advertising, and we will never sell data derived from cookies to third parties.

4. Types of Cookies We Use

We use the following categories of cookies on our website. Strictly necessary cookies are always active. All other categories are only placed on your device with your consent, which you can give or withdraw at any time via the cookie preferences banner or settings link on our website.

4.1 Strictly Necessary Cookies

These cookies are essential for our website to function. They enable core features such as page navigation, secure areas, and form submission. The website cannot operate properly without them. Because they are strictly necessary, they do not require your consent under UK GDPR.

Cookie Name	Type	Provider	Purpose	Expiry
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_session	Strictly Necessary	Biggleswade Dental Centre	Maintains your session while browsing the site	Session
_csrf	Strictly Necessary	Biggleswade Dental Centre	Security token to prevent cross-site request forgery	Session
cookie_consent	Strictly Necessary	Biggleswade Dental Centre	Stores your cookie consent preferences	12 months
[CMS session]	Strictly Necessary	[Website platform]	Platform session management — name depends on CMS used	Session

4.2 Analytics & Performance Cookies

These cookies help us understand how visitors interact with our website, for example, which pages are visited most, how long people spend on each page, and whether visitors encounter any errors. All information is aggregated and anonymised; no individual visitor is identified. We use Google Analytics for this purpose.

Cookie Name	Type	Provider	Purpose	Expiry
_ga	Analytics	Google Analytics	Distinguishes unique users by assigning a randomly generated number as a client identifier	2 years
_ga_XXXX	Analytics	Google Analytics	Stores and counts page views for the specific Google Analytics property	2 years
_gid	Analytics	Google Analytics	Distinguishes users — stores and updates a unique value for each page visited	24 hours
_gat	Analytics	Google Analytics	Throttles request rate to limit data collection on high-traffic sites	1 minute

Google Analytics data is processed in accordance with Google's Privacy Policy (policies.google.com/privacy). We have enabled IP anonymisation so that no full IP addresses are stored. For more information on how Google processes this data and to opt out, visit tools.google.com/dlpage/gaoptout.

4.3 Functional Cookies

Functional cookies allow our website to remember choices you make, such as your preferred language or region and provide enhanced, more personalised features. They may also be used to provide services you have requested, such as remembering a form you have started to fill in.

Cookie Name	Type	Provider	Purpose	Expiry
pref_lang	Functional	Biggleswade Dental Centre	Remembers your preferred language or display settings	12 months
[Form session]	Functional	[Contact/booking plugin]	Retains partially completed enquiry or booking form data	Session

4.4 Third-Party & Embedded Content Cookies

Our website may include embedded content or links from third-party services such as Google Maps, YouTube, or social media platforms. These third parties may set their own cookies when you interact with their embedded content. We do not control these cookies and recommend that you review the relevant third-party privacy and cookie policies directly.

Cookie Name	Type	Provider	Purpose	Expiry
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CONSENT	Third-Party	Google / YouTube	Stores user consent state for Google services on this domain	2 years
NID	Third-Party	Google Maps	Used to provide embedded Google Maps functionality	6 months
META PIXEL	Third-Party	Meta	Tracks visits if social sharing or pixel tags are embedded	Varies

5. Your Cookie Choices

You have the right to choose whether to accept or decline non-essential cookies. When you first visit our website, a cookie consent banner will appear giving you clear options to accept all cookies, accept only strictly necessary cookies, or customise your preferences by category.

You can change your cookie preferences at any time by:

- a. Clicking the cookie settings link in the footer of our website
- b. Adjusting your browser settings to refuse some or all cookies (see Section 6 below)
- c. Using opt-out tools provided by third-party services such as Google Analytics

Please note that if you choose to disable or decline cookies, some parts of our website may not function correctly or may become unavailable — for example, contact forms or interactive features.

Withdrawing your consent to cookies does not affect the lawfulness of any processing carried out before your withdrawal, and it will not affect your dental care or appointments in any way.

6. Managing Cookies in Your Browser

Most web browsers allow you to control cookies through their settings. You can typically set your browser to refuse all cookies, accept only certain cookies, or notify you when a cookie is being placed. The steps for doing this vary by browser; please refer to your browser's help section for guidance:

Google Chrome	support.google.com/chrome/answer/95647
Mozilla Firefox	support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer
Apple Safari	support.apple.com/en-gb/guide/safari/sfri11471/mac
Microsoft Edge	support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge
Opera	help.opera.com/en/latest/web-preferences/#cookies

You can also visit www.allaboutcookies.org for independent guidance on managing cookies across different browsers and devices.

7. Cookies and UK GDPR

The use of cookies that process personal data is governed by the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations 2003 (PECR). Under PECR, we are required to obtain your informed consent before placing any non-essential cookies on your device.

Where cookies collect or are linked to personal data, the lawful basis for processing is your consent (UK GDPR Article 6(1)(a)). You can withdraw this consent at any time as described in Section 5. Our full Data Protection Policy, which explains your rights in relation to personal data, is available on our website and at reception.

8. Contact Us

If you have any questions about this Cookies Policy or how we use cookies on our website, please contact our Information Governance Lead:

Name	Sarah Meeds — Information Governance Lead
Address	Biggleswade Dental Centre t/a Ballard & Tucker Ltd, Saffron Road, Biggleswade, Bedfordshire, SG18 8DJ
Email	enquiries@toothfairys.co.uk
Phone	01767 660555

If you are unhappy with how we use cookies and we are unable to resolve your concern, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk/make-a-complaint or by calling 0303 123 1113.

9. Changes to This Policy

We may update this Cookies Policy from time to time to reflect changes in the cookies we use, changes in law, or improvements to our website. The most current version will always be available on our website. Where changes are material, we will display a notice on the website and, where appropriate, re-request your cookie consent.