

Privacy Policy

Last updated: July 30, 2026

This Privacy Policy describes the privacy practices of **Senergy Dental Studio** (hereinafter referred to as the "Company").

This document explains what types of information the Company may collect and store, how such information is used, and under what circumstances it may be shared with third parties.

This Privacy Policy applies to the Senergy Dental Studio website, landing pages, and other Company resources, including social media pages (Facebook, Instagram, LinkedIn, YouTube, Google), email communications, telephone communications, and other communication channels.

We respect every user's right to privacy and are committed to protecting personal data in accordance with the applicable laws of Ukraine and, where applicable, the General Data Protection Regulation (GDPR) of the European Union.

Collection and Use of Personal Data

Personal data means any information relating to an identified or identifiable natural person.

By submitting a form on the Company's website or landing page, you voluntarily consent to the processing of your personal data where consent is the applicable legal basis.

Personal data may include:

- First name;
- Last name;
- Phone number;
- Email address;
- Clinic name;
- City;
- Any other information voluntarily provided by the user.

We use this information solely for the following purposes:

- Contacting you;
- Providing consultations regarding our laboratory services;
- Preparing commercial offers;
- Responding to inquiries;
- Establishing and maintaining business relationships;

- Improving the quality of our services;
- Fulfilling our legal obligations.

Legal Basis for Processing

Where applicable, the Company processes personal data on one or more of the following legal bases:

- Your consent;
- The performance of a contract or pre-contractual measures requested by you;
- Compliance with legal obligations;
- The Company's legitimate interests, provided that such interests do not override your fundamental rights and freedoms.

Data Retention

Personal data is retained only for as long as necessary to fulfill the purposes described in this Privacy Policy, comply with applicable legal obligations, resolve disputes, and enforce our agreements. When personal data is no longer required, it is securely deleted or anonymized.

Cookies and Tracking Technologies

Our website may use Cookies and similar technologies to ensure proper website functionality, analyze website traffic, improve user experience, and measure the effectiveness of advertising campaigns.

We may use:

- Cookies;
- Google Analytics;
- Google Tag Manager;
- Google Ads Conversion Tracking;
- Meta Pixel (Facebook Pixel);
- Other analytics and marketing technologies.

These technologies help us understand how visitors interact with our website and improve our marketing efforts.

You can manage or disable Cookies through your browser settings at any time. Where required by applicable law, non-essential Cookies are used only after obtaining your consent.

Google Analytics and Advertising Services

The Company may use Google Analytics, Google Ads, Meta Ads, LinkedIn Ads, and other web analytics and advertising services.

These services may collect information including:

- Pages visited;
- Time spent on the website;
- Traffic source;
- Device type;
- Browser type;
- Country or region;
- Approximate location;
- Advertising identifiers;
- Other technical information that does not directly identify an individual.

Automatically Collected Information

When you use our website, we may automatically collect:

- IP address;
- Domain name;
- Browser type;
- Operating system;
- Date and time of access;
- Pages visited;
- Referring website;
- Device information;
- Technical diagnostics.

This information is used exclusively for website security, statistical analysis, performance optimization, fraud prevention, and service improvement.

Disclosure of Personal Data

Senegy Dental Studio does not sell personal data.

We may disclose personal data only when:

- Required by applicable law;
- Necessary to perform contractual obligations;
- You have provided your consent;
- Required to protect the legitimate interests of the Company.

Third-Party Service Providers

The Company may share personal data with trusted service providers that assist in operating our business and website, including:

- Google LLC (Google Analytics, Google Ads, Google Tag Manager);
- Meta Platforms, Inc. (Facebook and Instagram advertising and analytics);
- LinkedIn Corporation;
- CRM platforms;
- Website hosting providers;
- Cloud storage providers;
- Email service providers;
- Other technology partners acting on our behalf.

These providers process personal data only under appropriate contractual obligations and are required to implement adequate security measures.

International Data Transfers

Your personal data may be transferred to and processed in countries outside your country of residence, including countries outside the European Economic Area (EEA).

Where such transfers occur, the Company implements appropriate safeguards in accordance with applicable data protection legislation, including the use of contractual safeguards where required.

Protection of Personal Data

The Company implements appropriate technical and organizational measures to protect personal data against accidental loss, unauthorized access, alteration, disclosure, or destruction.

Links to Third-Party Websites

Our website may contain links to third-party websites.

Senergy Dental Studio is not responsible for the content, privacy practices, or security of such external websites.

Your Rights

Depending on your location and the applicable data protection laws, you may have the right to:

- Access your personal data;
- Request correction of inaccurate or incomplete data;
- Request deletion of your personal data;
- Restrict the processing of your personal data;
- Object to the processing of your personal data;
- Receive your personal data in a structured, commonly used, and machine-readable format (data portability);
- Withdraw your consent at any time where processing is based on consent;
- Lodge a complaint with the competent supervisory authority.

Changes to this Privacy Policy

Senergy Dental Studio reserves the right to modify this Privacy Policy at any time.

Any updated version will be published on this page and becomes effective upon publication.

Your continued use of the website after any changes constitutes acceptance of the revised Privacy Policy.

Contact Information

If you have any questions regarding this Privacy Policy or the processing of your personal data, please contact **Senergy Dental Studio** using the contact information provided on our website.