



Acceptable Use Policy

Welcome to Timperley Village Dental Practice Website (www.timperleydental.co.uk) This Acceptable Use Policy outlines the standards we uphold to ensure a secure and professional online environment. By using the Website, you agree to abide by these guidelines.

Preventing Abuse and Misuse

a. Fake Enquiries and Misleading Content:

i. Impersonation: Users must not impersonate any individual, company, or entity through enquiries, forms, or chat interactions. This includes representing oneself as a representative of our dental practice without authorisation.

ii. False Information: Any submission of intentionally false, inaccurate, or misleading information is strictly prohibited. Enquiries must be genuine and truthful.

iii. Purposeful Deception: Deliberate attempts to deceive or mislead other users, staff, or automated systems are in violation of this policy. This includes manipulating content to appear genuine while hiding malicious intent.

b. Defacement and Unauthorised Alteration:

i. Content Integrity: Users are forbidden from altering, defacing, or tampering with any part of the Website's content, including text, images, videos, and interactive features.

ii. Code Manipulation: Any unauthorised manipulation or modification of the Website's source code, scripts, or underlying technology is strictly prohibited. This includes attempts to inject malicious code or exploit vulnerabilities.

iii. Malware and Harmful Activities: Users must not engage in any activities that could lead to the distribution of malware, viruses, or other harmful software that may compromise the security of the Website or its users.

c. User Privacy and Data Protection:

i. Consent and Privacy: All user interactions must adhere to data protection regulations, such as the UK's General Data Protection Regulation (GDPR). Users must obtain proper consent before collecting, processing, or sharing any personal data.

ii. Confidentiality: Users must not use the Website's forms, chatbots, or any communication channels to share confidential or sensitive information without proper encryption and security measures.

iii. Non-Harassment: Any form of harassment, including but not limited to sending unsolicited or inappropriate messages, is strictly prohibited.

Consequences of Violations

- a. Gradation of Action: Violations of this policy may result in a range of actions, from warnings and temporary suspension to permanent termination of access. The severity of the action taken will depend on the nature and recurrence of the violation.
- b. Legal Action: Engaging in abusive, fraudulent, or malicious activities on the Website may lead to legal action under UK laws. Such actions can include but are not limited to identity theft, spreading malware, or causing financial harm.
- c. Financial Responsibility: Users found responsible for causing financial losses to the Website or other users through abuse will be held liable for restitution.

Reporting Abuse

- a. User Vigilance: We encourage users to report any suspicious or abusive activities encountered on the Website. Your vigilance helps us maintain a secure online space.
- b. Prompt Investigation: Reports will be promptly investigated, and appropriate action will be taken based on the findings.

Right to Appeal and Due Process

- a. Appeal Process: Users have the right to appeal against decisions regarding access suspension or termination. Appeals must be submitted in writing to info@timperleydental.co.uk within 28 days.
- b. Fair Assessment Appeals will be reviewed fairly, and we are committed to ensuring due process throughout the appeals process.

Compliance with UK Laws

- a. Legal Compliance: This policy complies with UK laws and regulations governing online conduct, data protection, and cybercrime. Users are expected to adhere to all relevant laws when using the Website.

Copyright Statement

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