

Privacy Policy

Peter Creates UK — Last updated: 14 August 2026

What information we collect, why we collect it, how long we keep it and the rights you have over it.

This Privacy Policy explains how Peter Creates UK ("we", "us", "our") handles personal information collected through petercreatesuk.com, our enquiry and application forms, and the advertising services we provide to UK dental practices. It is written to meet the UK GDPR and the Data Protection Act 2018.

1. Who we are

Data controller: Peter Puchniarz, trading as Peter Creates UK (sole trader). Service address: 54 Wedgwood Street, Newcastle-under-Lyme, Staffordshire, United Kingdom. ICO registration: our ICO registration reference is available on written request from the data protection contact below. VAT status: not currently VAT registered, so fees are shown without VAT. Contact for all privacy matters: petercreatesuk@gmail.com.

2. Information we collect

- Identity and contact details: your name, role, practice name, email address and telephone number where you provide it.
- Practice and enquiry details: town or area, treatment you want to advertise, monthly advertising budget range, appointment availability and any free-text notes you send us.
- Anti-spam signals: a hidden form field, the time taken to complete the form and a simple verification answer, used only to block automated submissions.
- Correspondence: emails and messages exchanged with us, plus the delivery status of the emails we send you.
- Client and campaign records: written briefs, approvals, campaign settings, reports and invoicing records where you become a client.
- Technical and usage data: IP address, browser type, pages viewed and referring page. Analytics data is only collected if you consent to optional cookies.

We do not ask for and do not want special category data. Please do not send patient names, clinical records, images of patients or any patient-identifiable clinical information through this website or through advertising systems.

3. Why we use it and our legal basis

- To review an enquiry or application and reply to you — legitimate interests, and steps taken at your request before entering a contract.
- To send an automated confirmation of your submission and the expected response time — legitimate interests in providing a reliable service message.
- To deliver, manage and support the service if you become a client — performance of a contract.
- To keep security, anti-spam and error records for the website and forms — legitimate interests in protecting our systems.
- To meet accounting, tax and other legal obligations — legal obligation.

- To use optional analytics or advertising measurement cookies — consent, which you can withdraw at any time.

4. Enquiry and application confirmation emails

When you submit an enquiry or application, we email a confirmation to the address you provide, restating what you submitted and the expected response time (a personal reply within two working days). This is a one-off transactional message, not marketing. We do not add you to a newsletter or mailing list, we do not sell your details, and we do not share them with third parties for their own marketing.

5. Who we share information with

We use a small number of service providers who process personal data on our instructions under written terms:

- Hosting, database and application infrastructure for this website and our internal records.
- Email delivery: Resend (transactional email delivery), used to send confirmations, notifications and client correspondence.
- Meta Platforms Ireland Ltd — for client campaigns, where advertising and lead forms run inside the practice's own advertising account.
- Website analytics: privacy-friendly website analytics, loaded only after consent.
- Payments: Stripe, once online payment is enabled.
- Professional advisers, accountants, or authorities where we are required to disclose information by law.

Where a provider processes data outside the UK, we rely on UK adequacy regulations or the UK International Data Transfer Addendum to the EU Standard Contractual Clauses, together with appropriate technical safeguards.

6. Patient enquiry data from campaigns

For patient enquiries generated by a live campaign, the dental practice is the data controller and we act as a processor on its behalf. Those responsibilities are set out in our Data Processing Addendum.

7. How long we keep information

Enquiries and applications that do not become clients: 24 months from our last contact with you, unless a longer period is required for accounting or legal reasons. Client records, contracts and invoices: six years after the end of the engagement, to meet UK accounting requirements. Email delivery logs: up to 12 months. You can ask us to delete your record sooner and we will do so unless we are legally required to keep it.

8. Security

Data is stored in access-controlled systems with encryption in transit, row-level database access rules, and administrative access limited to the business owner. Form submissions are written by validated server-side functions only. No system can be guaranteed completely secure, so we ask you not to send sensitive clinical information through the website.

9. Your rights

Under UK data protection law you have the right to be informed, and to request access, rectification, erasure, restriction of processing, data portability, and to object to processing based

on legitimate interests. Where processing relies on consent, you may withdraw it at any time — including through Cookie settings. To exercise any right, email petercreatesuk@gmail.com. We respond within one month and never charge a fee for a straightforward request.

10. Complaints

If you are unhappy with how we have handled your information, please contact us first through our complaints procedure. You also have the right to complain to the Information Commissioner's Office (ico.org.uk, helpline 0303 123 1113).

11. Changes to this policy

We review this policy when our services, providers or legal obligations change. The date at the top of this page shows the current version.

12. Contact

Email: petercreatesuk@gmail.com. Postal address: 54 Wedgwood Street, Newcastle-under-Lyme, Staffordshire, United Kingdom.

Peter Creates UK provides advertising and marketing services only. We do not provide dental, medical, clinical, financial or legal advice. Dental practices remain responsible for clinical information, patient suitability, treatment delivery, pricing, finance information and professional obligations. Advertising performance is not guaranteed.