SD4DS

Privacy policy

www.sd4ds.com

www.dentisteriezerodouleurs.com

www.zeropaindentistry.com

Last updated: September 8, 2026

> **Translation provided for convenience.** This document is an English translation of the French original. In the event of any discrepancy, the French version governs.

1 Introduction

The personal data you entrust to us when you visit our websites **www.sd4ds.com, www.dentisteriezerodouleurs.com and www.zeropaindentistry.com** is processed in accordance with French Act No. 78-17 of January 6, 1978 on information technology, data files and civil liberties, as amended, and with Regulation (EU) 2016/679 of April 27, 2016, known as the GDPR.

In the interest of transparency, we set out below our privacy policy, whose purpose is to inform you of the conditions under which we collect and process your personal data when you visit our websites.

2 Identity and contact details of the data controller and the DPO

The controller of your data is **SD4DS**, whose registered office is at 8 rue du Four, Saillé, 44350 Guérande, France.

Committed to protecting your personal data, we have appointed a data protection officer (DPO): Stéphane Diaz.

For any question regarding the handling of your personal data or the exercise of your rights, you may contact our data protection officer by email at: info@sd4ds.com

3 What personal data do we process about you?

Personal data about you may be collected when you visit our websites. Personal data means any information relating to an identified or identifiable natural person, such as name, address, telephone number, date of birth or email address.

Each collection is detailed below.

Newsletter signup

- **Where**: in the footer of every page of dentisteriezerodouleurs.com and zeropaindentistry.com. The form is hosted by Zoho Campaigns.
- **Data collected**: on dentisteriezerodouleurs.com, your name and email address; on zeropaindentistry.com, your name, surname and email address.
- **Use**: to send you our news and updates on the approach.
- **Retention**: until you unsubscribe, which you may do at any time from the link included in every message we send.

Appointment booking

- **Where**: from the "Free consultation" and "Book" buttons on our three websites. The service is hosted by Zoho Bookings.
- **Data collected**: name, email address, and the information you choose to share with us about your request.
- **Use**: to arrange the meeting and send you its confirmation.
- **Retention**: for the duration of the relationship, then for the statutory periods applicable to commercial records.

"Where do you stand?" questionnaire

- **Where**: on the home page of dentisteriezerodouleurs.com and zeropaindentistry.com. The questionnaire is hosted by Zoho Survey.
- **Data collected**: your answers to the questions asked, and your email address if you ask to receive the result.
- **Use**: to give you a perspective on your own practice, and to better understand what practitioners need.
- **Retention**: for as long as it takes to handle your request.

Online payment

- **Where**: on the Clinical coaching and Tailored training pages of sd4ds.com only.
- **Data collected**: payment data is collected and processed directly by Stripe. **At no point do we have access to your banking details.**
- **Use**: payment for the service you selected.
- **Retention**: as provided by Stripe's own policy and by the applicable accounting obligations.

4 Data hosting

The websites **www.sd4ds.com, www.dentisteriezerodouleurs.com and www.zeropaindentistry.com** are hosted by **Cloudflare, Inc.**, 101 Townsend Street, San Francisco, CA 94107, United States.

The data collected through the forms described in section 3 is hosted by **Zoho Corporation B.V.**, on its European data centers, and by **Stripe** for payment data only.

5 Security

In accordance with applicable law and regulation, SD4DS and any of its subcontractors undertake to preserve the confidentiality, availability and integrity of your personal data, by implementing all necessary technical and organizational measures.

6 Your rights

In accordance with applicable law and regulation, you have the following rights:

- the right to access your data at any time (Article 15 GDPR);
- the right to rectify, update or complete your data (Article 16);
- the right to require the erasure of your data (Article 17);
- the right to withdraw your consent at any time (Article 13(2)(c));
- the right to restriction of processing (Article 18);
- the right to object to the processing of your data (Article 21);
- the right to data portability, where your data is processed by automated means (Article 20).

To exercise these rights, you may contact our data protection officer at info@sd4ds.com. Proof of identity will be required for any request to exercise a right. That proof will not be kept beyond the time needed to handle the request.

Should you encounter any difficulty regarding the handling of your data or the exercise of your rights, you may lodge a complaint with the CNIL, the French data protection authority: https://www.cnil.fr/en/plaintes

7 Cookies and other trackers

7.1 Definition and purposes

When you browse our websites, information relating to your device (computer, tablet, phone) may be recorded in text files called "cookies", installed on your browser. Cookies are used to recognize your browser for as long as the cookie remains valid and to return certain information to the site, such as a session identifier or a language preference.

These cookies and other trackers are placed and used on our websites by **SD4DS** and by third-party companies. Some are essential to the operation of the websites, others make certain features available to you and improve your experience.

Third-party companies may collect personal data about you, in particular your IP address. Using cookies, log files and web beacons, they may also process other data from other sources for their own statistical and technical purposes. That processing is governed by their own privacy policies.

7.2 Managing your cookie settings

You may keep control over your data and object to the recording of cookies by changing your browser settings, following the pages below depending on your browser: Firefox (https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences), Chrome (https://support.google.com/accounts/answer/61416), Safari (https://support.apple.com/guide/safari/sfri11471/mac).

Disabling certain cookies may reduce the functionality of the websites and degrade your browsing experience. To learn more, we invite you to consult the website of the CNIL, the French data protection authority (page in French): https://www.cnil.fr/fr/cookies-les-outils-pour-les-maitriser

If you decide to disable cookies, you may still browse our websites. However, any malfunction caused by doing so could not be attributed to the publisher of the websites.

7.3 List of third-party services and trackers

Our websites use the following third-party services:

- **Zoho SalesIQ**: live chat module, present on all three websites. It records your IP address and your browsing path.
- **Zoho Bookings**: appointment booking.
- **Zoho Survey**: home page questionnaire on the two brand websites.
- **Zoho Campaigns**: newsletter signup form.
- **Stripe**: online payment, on sd4ds.com only.
- **Google Fonts**: typefaces. Your IP address is sent to Google when pages load.

Our websites use **neither Google Analytics nor any advertising audience measurement tool**.

Our websites also carry links to our LinkedIn, Instagram, Facebook and YouTube accounts. Those platforms have their own privacy policies, which we invite you to consult.

8 Changes to this policy

This privacy policy may be modified or adjusted at any time. If a change is made, SD4DS undertakes to publish the new version on its websites and to inform you of that change. The information may take various forms, at the discretion of SD4DS.

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