Privacy Policy

Last updated: 31 October 2026

Data protection at DentaTool

Thank you for your interest in DentaTool. Protecting personal data is important to us. In this privacy policy, we explain how personal data is processed when you visit our website and when you use the DentaTool platform.

DentaTool is a cloud-based software solution for dental laboratories. Depending on how it is used, sensitive data may also be processed, in particular patient, order, billing, and health data. For this reason, we place particular emphasis on data protection, information security, transparency, and a clear allocation of roles under the General Data Protection Regulation (GDPR).

1. Controller

The controller responsible for data processing within the meaning of the GDPR is:

DentaTool GmbH & Co. KG Jülicher Straße 6 13357 Berlin Germany

Represented by: DentaTool Verwaltungs-GmbH, represented by managing director Florian Görsdorf

Email: florian.goersdorf@dentatool.de Website: www.dentatool.de

2. Privacy Contact

For questions about data protection, you can contact us at any time using the following email address:

florian.goersdorf@dentatool.de

A data protection officer has not currently been appointed.

3. General Information on Data Processing

We process personal data only where there is a legal basis for doing so. This may be the case in particular where processing

- is necessary to provide our website,
- is necessary to respond to inquiries,
- is necessary to take pre-contractual steps or perform contractual measures,
- is necessary to comply with legal obligations,
- is based on consent, or
- is necessary to protect legitimate interests.

The relevant legal bases arise in particular from Art. 6 para. 1 GDPR. Where special categories of personal data, especially health data, are processed, this is done only if there is an additional legal basis under Art. 9 GDPR or if the processing takes place as commissioned processing on behalf of our customers.

4. Processing When Visiting Our Public Website

When visitors use our public website, we process personal data. This concerns in particular technical data, communication data, and usage data.

The public website is used to provide information about DentaTool, enable contact with us, and present our services.

4.1 Hosting and Server Log Files

Our website is operated on servers provided by a professional hosting provider.

When our website is accessed, technically necessary information is processed. This may include in particular:

- IP address,
- date and time of access,
- page or file accessed,
- referrer URL,
- browser type and browser version,
- operating system used,
- amount of data transferred,
- status codes and technical access information.

This data is processed to technically provide the website, ensure the stability and security of the systems, analyze errors, and prevent misuse.

The legal basis is Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in the secure and reliable operation of our website.

4.2 Contact by Email or Contact Form

If you contact us by email, contact form, or another channel, we process the data you provide in order to handle your inquiry.

This may include in particular:

- name,
- email address,
- telephone number,
- company,
- message content,
- time of contact,
- technical communication metadata.

Processing takes place to handle your inquiry, communicate with you, and, where applicable, take pre-contractual steps.

The legal basis is Art. 6 para. 1 lit. b GDPR where the inquiry relates to a contract or pre-contractual measures. Otherwise, processing is based on Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in the proper handling of inquiries.

4.3 Web Analytics with Umami

On our public website, we use the self-hosted web analytics software Umami to statistically evaluate the use of our website and improve our information offering.

Umami is operated by us and embedded through our own subdomain analytics.dentatool.de. Analytics data is not shared with an external analytics provider.

We operate Umami without tracking cookies. No third-party cookies are set.

The analysis helps us better understand page views, frequently visited content, technical usage information, and general use of our website. The analysis is not used to create personal user profiles, for advertising purposes, or to train our own AI models.

Umami is used exclusively on our public website and is not used to analyze laboratory, patient, or order data within the DentaTool platform.

The legal basis is Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in privacy-friendly analysis and improvement of our public website.

4.4 Embedding YouTube Videos

Our public website may include videos provided through YouTube. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

The embedding is intended to present our software, product features, and content in a clear and understandable way. We therefore use YouTube in the interest of a user-friendly and illustrative presentation of our online offering.

We embed YouTube videos through a special domain in the so-called "enhanced privacy mode". This can be identified in particular by the youtube-nocookie element in the domain.

According to YouTube, no cookies relating to user activity are set in enhanced privacy mode in order to personalize video playback. Nevertheless, when a YouTube video is embedded or played, personal data may be transmitted to Google and processed there. This may include, in particular, IP address, device and browser information, technical metadata, and information about interaction with the video. For example, this may include whether a video was played or where playback should continue.

Processing is based on Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in the user-friendly and illustrative presentation of our software, product features, and content.

Further information on Google's processing of personal data can be found in Google's privacy policy: https://policies.google.com/privacy

Further information about YouTube is available at: https://www.youtube.com

Where personal data is transferred to Google companies in third countries, especially the United States, Google states that this is done on the basis of the EU-U.S. Data Privacy Framework, provided the respective Google companies are certified accordingly.

5. Processing When Using the DentaTool Platform

The DentaTool platform enables dental laboratories to organize, process, and document dental technology workflows.

Depending on use, the following data in particular may be processed within the platform:

- master data of dental laboratories,
- master data of dental practices and contact persons,
- user accounts and permissions,
- laboratory orders,
- patient data,
- health-related information,
- billing data,
- cost estimates and invoices,
- digital order documents,
- files and documents,
- material and batch data,
- MDR documentation,
- communication content,
- working time and personnel data, where corresponding functions are used,
- technical log data.

5.1 Role Allocation: Controller and Processor

When data is processed within a customer tenant, the respective dental laboratory is generally the controller within the meaning of the GDPR.

DentaTool processes this data on behalf of the respective customer as a processor pursuant to Art. 28 GDPR. The basis for this is a data processing agreement.

This means in particular:

- The dental laboratory decides on the purposes and means of processing within its tenant.
- DentaTool processes the data only to provide the platform and in accordance with the contract.
- DentaTool does not use this data for its own advertising, profiling, sale to third parties, or training of its own AI models.

Where DentaTool processes personal data for its own purposes, for example for contract management, billing, customer communication, security, or management of its own business relationships, DentaTool acts as the controller.

5.2 Registration, Customer Account, and User Management

During registration and use of the DentaTool platform, we process data required to create and manage the customer account.

This may include in particular:

- company name,
- names and contact details of contact persons,
- email addresses,

telephone numbers,
- billing data,
- user accounts,
- roles and permissions,
- login and security information,
- contract and plan information.

Processing takes place to create, manage, and provide the DentaTool platform and to perform the contractual relationship.

The legal basis is Art. 6 para. 1 lit. b GDPR, insofar as processing is necessary for performance of the contract. Where processing serves the security and administration of the platform, it is additionally based on Art. 6 para. 1 lit. f GDPR.

5.3 Laboratory, Patient, Order, and Health Data

Within the DentaTool platform, customers may process data relating to laboratory orders, patients, dental technology work, billing, cost estimates, materials, batches, and MDR documentation.

This may also include health data within the meaning of Art. 9 GDPR.

DentaTool generally does not process this data as its own controller, but as a processor for the respective dental laboratory. Responsibility for the lawfulness of entering, processing, and using this data within the customer tenant lies with the respective customer.

DentaTool processes this data exclusively to provide the contractually agreed platform functions, ensure operations, troubleshoot errors, maintain IT security, and provide the contractually agreed services.

5.4 Files, Documents, and Uploads

Customers can upload, store, manage, and exchange files and documents within the DentaTool platform.

These may include in particular:

- PDF documents,
- order documents,
- invoices,
- cost estimates,
- images,
- scan data,
- XML files,
- technical files,
- other dental technology or administrative documents.

This data may contain personal data, patient data, or health data. Processing takes place within the respective customer tenant and generally on behalf of the respective customer.

5.5 Communication and Notifications

DentaTool may provide functions for communication, notifications, and collaboration. These may include email notifications, system messages, status updates, customer portal functions, or messages relating to laboratory orders.

Personal data required for the respective communication may be processed. This includes in particular recipients, senders, content, subject lines, times, technical sending information, and delivery information.

We use Lettermint B.V., Willemsvaart 16 B, 8019 AB Zwolle, the Netherlands, to send transactional emails and process delivery, bounce, and complaint events. The data processed includes sender and recipient addresses, names, subject lines, message content and attachments, and technical sending data. Depending on the message, this may include patient and health data. Customer data is processed on behalf of the respective customer under the data processing agreement.

Lettermint processes email data within the European Union. For this data, the provider lists UpCloud (the Netherlands, hosting), OVH Cloud (Germany, encrypted backups), and Postmastery (the Netherlands, deliverability) as further service providers. Open and click tracking are not used for transactional emails.

Under Lettermint's Data Processing Agreement, message content, attachments, and message metadata are generally retained for 28 days after the message is created, unless another period is configured where the service offers that option. Delivery events and the aggregate statistics derived from them are retained for no longer than 90 days. Residual copies may remain in encrypted, access-restricted backups for up to 14 days after deletion from active systems.

The local email log in DentaTool separately stores the recipient, subject, message identifier, status, and event time for correlation and delivery status display. These entries currently have no automatic time-based deletion period; they are deleted no later than when the tenant is deleted. Full Lettermint webhook payloads are not stored in this log.

Annexes 2 and 3 of the data processing agreement describe the authorised subprocessors and retention periods. Information from Lettermint: https://lettermint.co/dpa and https://lettermint.co/subprocessors

5.6 Support Access

If customers request support, DentaTool may need to access data in the respective customer tenant in order to handle an inquiry, analyze an error, or provide contractual services.

Support access takes place only to the extent necessary for the respective purpose. It is carried out by authorized persons and generally on a tenant-specific basis.

DentaTool does not use support access to evaluate customer, patient, or order data for its own purposes.

5.7 Backups

To protect the availability and integrity of customer data, DentaTool regularly creates backups.

Backups are used to restore the platform after technical disruptions, security incidents, or other exceptional events.

Backups are created regularly according to a defined backup strategy, and their restorability is checked to an appropriate extent.

Defined retention and overwrite periods apply to backups in accordance with our deletion and retention concept.

Backups are not intended as an archive system and are generally not intended to restore individual data records accidentally deleted by customers.

5.8 Anonymized and Aggregated Usage Data for Product Improvement

DentaTool may evaluate anonymized or aggregated usage data in order to improve the platform, identify errors, prioritize functions, optimize usability, increase technical stability, and plan capacity.

No personal user profiles are created. The analysis is not carried out for advertising purposes, to evaluate individual persons, to share data with third parties, or to train our own AI models.

Where data is anonymized, this is done in such a way that a personal reference can no longer be established. Where data is aggregated, analysis is performed only at a summarized level.

5.9 AI Features

DentaTool offers optional AI assistants for organizational and administrative workflows, including requests in the customer portal and in the laboratory area. Another AI feature supports entering photographed or scanned order forms.

Depending on the feature, messages, conversation history, necessary order and customer data, and data query results are processed. Order form extraction also analyzes the order image. These contents may include patient data and health data. Documents provided by the assistant are stored together with the conversation.

AI processing takes place on behalf of the customer. Model processing uses Amazon Bedrock with an EU inference profile; inputs and outputs are not stored there. The specific contracting entities, processing countries and conditions are described in the agreed contractual documents.

Within the configured permissions, the assistant can retrieve data, change order details, provide documents and create cost estimates. Automatic execution does not replace professional, legal, billing-related or medical device regulatory review by the customer. Please contact the laboratory about errors or questions.

Customer data is not used to train our own AI models.

Before using personal data, the necessary data processing and service provider agreements must be in place, including during trials. The respective controller must ensure the legal bases and information duties towards data subjects. Conversation data, documents and technical logs must be addressed separately in the deletion and retention concept.

6. Recipients and Subprocessors

We use service providers to provide our website, the DentaTool platform, and our business processes.

These may include service providers in the following areas:

- hosting and infrastructure,
- email delivery,
- business communication,
- support,
- IT operations,

security,
- maintenance and technical services.

Where service providers process personal data on our behalf, we conclude data processing agreements with them.

We provide an overview of subprocessors in our documentation.

7. Third-Country Transfers

Personal data is generally processed within the European Union or the European Economic Area where this is possible for the services used by DentaTool.

Where personal data is transferred to third countries outside the European Union or the European Economic Area, this occurs only if the requirements of Art. 44 et seq. GDPR are met. This may include in particular an adequacy decision by the European Commission or appropriate safeguards such as standard contractual clauses.

When YouTube is embedded, personal data may be transferred to Google and Google-affiliated companies, including in third countries.

8. Storage Duration and Deletion

We store personal data only for as long as is necessary for the respective purposes or as long as legal retention obligations exist.

Data from inquiries is deleted once the inquiry has been finally processed and no legal retention obligations prevent deletion.

Contract and billing data is stored in accordance with legal retention obligations.

Customer data within the DentaTool platform is deleted or returned after termination of the contractual relationship in accordance with the contract, the data processing agreement, and our deletion and retention concept.

Backups are deleted or overwritten after defined retention and overwrite periods.

9. Security

DentaTool uses technical and organizational measures to protect personal data against loss, misuse, unauthorized access, alteration, or disclosure.

These include in particular:

- encrypted data transmission,
- access controls,
- role- and permission-based access options,
- tenant separation,
- encrypted storage of particularly sensitive data,
- regular backups,
- security updates,
- monitoring of technical systems,
- organizational measures to protect confidential information.

Further information is available in our Security & Trust Center and in our technical and organizational

measures.

10. Rights of Data Subjects

Data subjects have, in accordance with the GDPR, in particular the following rights:

- right of access,
- right to rectification,
- right to erasure,
- right to restriction of processing,
- right to data portability,
- right to object,
- right to withdraw consent granted,
- right to lodge a complaint with a data protection supervisory authority.

Where we process personal data as a processor for a customer, the respective customer is generally responsible for handling data subject rights. We support our customers within the scope of legal and contractual requirements.

11. Withdrawal of Consent

Where processing is based on consent, that consent may be withdrawn at any time with effect for the future.

The lawfulness of processing carried out before withdrawal remains unaffected.

12. Objection to Processing Based on Legitimate Interests

Where personal data is processed on the basis of Art. 6 para. 1 lit. f GDPR, data subjects have the right to object to such processing at any time on grounds relating to their particular situation.

We will then no longer process the personal data unless there are compelling legitimate grounds for the processing or the processing serves to establish, exercise, or defend legal claims.

13. Right to Lodge a Complaint with a Supervisory Authority

Data subjects have the right to lodge a complaint with a data protection supervisory authority if they believe that the processing of their personal data violates data protection law.

The competent authority may in particular be the supervisory authority at the data subject's place of residence, the controller's registered office, or the place of the alleged infringement.

14. Changes to This Privacy Policy

We may update this privacy policy if our website, platform, processes, service providers, or legal requirements change.

The current version is available on our website.