

Terms of Use

Seren Dental — serendental.co.uk

Last updated: 24 August 2026

Note for internal review (delete before publishing): This is a drafted template, not legal advice. Please have it checked by a solicitor before it goes live, and complete every item in square brackets. Items flagged [**CHECK**] need verifying before publication.

1. Who we are

This website (serendental.co.uk) is operated by [registered company name], trading as Seren Dental ("we", "us", "our").

- **Practice address:** 40 Wellfield Road, Penylan, Cardiff, CF24 3YR
- **Registered office:** [registered office address, if different]
- **Company number:** [company number, registered in England and Wales]
- **VAT number:** [VAT number, or delete this line if not VAT registered]
- **Telephone:** 02921 681868
- **Email:** info@serendental.co.uk

Seren Dental is a private dental practice. Our clinicians are registered with the General Dental Council (GDC). Principal dentist: Dr Devin Mandalia, GDC No. 277524. A full list of our registered clinicians and their GDC numbers is available on our [About Us](#) page.

The practice is registered with Healthcare Inspectorate Wales (HIW) as a provider of private dentistry. [**CHECK — confirm HIW registration reference and add it here.**]

We are registered with the Information Commissioner's Office (ICO) under registration number [ICO number].

2. These terms

By using this website you confirm that you accept these terms of use and agree to comply with them. If you do not agree, please do not use the site.

These terms apply to your use of the website only. They do not govern the dental treatment we provide to you. Treatment is subject to a separate discussion, treatment plan, estimate and consent process, together with our Booking Policy and Complaints Policy.

We may amend these terms at any time by updating this page. Please check this page from time to time; the date at the top shows when it was last revised.

3. The website does not provide dental or medical advice

The content on this website — including treatment pages, our blog, before-and-after images, fee guides and any downloadable material — is provided for **general information only**. It is not dental, medical or health advice, and it is not a substitute for an in-person consultation, examination and diagnosis by a registered dental professional.

Every patient is different. Whether a treatment is clinically appropriate for you, what it will involve, how long it will take, what it will cost and what result can realistically be achieved can only be determined after a clinical assessment at the practice.

You should not rely on anything on this website to diagnose a condition, to decide against seeking professional advice, or to delay treatment you have been advised to have. If you have a dental or health concern, please contact us or another registered healthcare professional.

4. Dental emergencies

This website is not monitored around the clock and must not be used to report an emergency.

If you are experiencing a dental emergency during opening hours, please telephone the practice on 02921 681868.

Outside opening hours, or if you are experiencing severe pain, facial swelling, difficulty breathing or swallowing, uncontrolled bleeding, or an injury following trauma, contact NHS 111 Wales or, in a life-threatening emergency, dial 999. Do not wait for a reply to an online enquiry, email or WhatsApp message.

5. Treatment information, results and images

Descriptions of treatments on this site are general summaries. They do not list every risk, side effect, limitation or alternative. Those will be explained to you as part of the consent process before any treatment goes ahead.

Photographs in our Smile Gallery and on treatment pages show results achieved by our own patients and are published with their consent. They are illustrative only. Results vary significantly between individuals depending on clinical starting point, oral health, healing, lifestyle and how well aftercare is followed. **The results shown are not a promise, guarantee or representation of the outcome you will achieve.**

Some images may show a stage of treatment, may have been taken in different lighting conditions, or may relate to a combination of treatments rather than the single treatment described.

6. Fees and finance

Fees shown on this website — including any promotional offer, new patient price or "from" price — are indicative guide prices, valid at the time of publication and subject to change. They are not an offer capable of acceptance.

The fee for your care will be confirmed in a written estimate following your consultation, once your clinical needs are known. Additional treatment identified during your care may alter the estimate; we will discuss any change with you before proceeding.

Promotional offers are subject to availability, may be limited in number or time, cannot be combined unless we say so, and may be withdrawn or amended at any time. Any specific terms attaching to an offer will be stated alongside it.

Where we refer to finance or payment plans, credit is provided by a third-party lender and is subject to status, affordability checks and the lender's own terms. We do not lend money ourselves. **[CHECK — if the practice introduces patients to a credit provider, it must hold the appropriate FCA authorisation or exemption. Insert the required wording and Firm Reference Number here, e.g. "Seren Dental is authorised and regulated by the Financial Conduct Authority, FRN [number], as a credit broker and not a lender." Confirm the exact permissions and required disclosures with the lender and/or a compliance adviser before publishing.]**

7. Booking appointments

Our online booking and emergency appointment links take you to a third-party booking platform hosted at serendental.portal.dental, operated by [booking platform provider name]. Your use of that platform is governed by that provider's own terms and privacy notice, not these terms. We are not responsible for the availability or operation of that platform.

An appointment request made online, by email or by message is a request only. No appointment is confirmed until we confirm it to you. Appointments are subject to our Booking Policy, including any deposit, cancellation and non-attendance terms.

8. Contacting us online

You may contact us through the enquiry forms on this site, by email or by WhatsApp.

Email and WhatsApp are convenient but are not fully secure channels, and messages may not be read immediately. **Please do not send detailed clinical information, images of a clinical concern, or any other sensitive personal information through these channels unless we have agreed a secure method with you.** If you choose to do so, you accept the risks involved.

We aim to respond to enquiries within [X] working days during normal opening hours. We do not offer diagnosis, treatment advice or prescriptions by email, message or online form.

WhatsApp is operated by a third party and your use of it is subject to that provider's terms and privacy policy.

9. Reviews and testimonials

Patient reviews and testimonials reproduced on this site are the personal opinions of the individuals concerned and reflect their own experience. They are not a guarantee or prediction of the care or outcome any other patient will receive. Where we display an aggregate rating or review count sourced from a third-party platform, that figure is accurate as at the date of publication and may change.

10. Intellectual property

We are the owner or licensee of all intellectual property rights in this website and in the material published on it, including text, design, layout, logos, branding, photographs and clinical images. Those works are protected by copyright and trade mark laws.

You may print off one copy, and download extracts, of any page for your own personal, non-commercial use. You must not modify any material, use any illustrations, photographs or graphics separately from the accompanying text, or use any part of the site for commercial purposes without a licence from us.

You must not remove or alter any copyright, trade mark or other proprietary notice.

11. Acceptable use

You may use our site only for lawful purposes. You must not:

- use the site in any way that breaches any applicable law or regulation;
- use the site in any way that is unlawful, fraudulent, defamatory, harassing, obscene or otherwise harmful;
- attempt to gain unauthorised access to the site, the server on which it is stored, or any server, computer or database connected to it;
- introduce any virus, trojan, worm, logic bomb or other material that is malicious or technologically harmful;
- attack the site via a denial-of-service attack;
- scrape, harvest, copy or systematically extract content from the site, including for the purpose of training machine learning or artificial intelligence models, without our prior written consent;
- reproduce, transmit or publish any part of the site in breach of section 10 above.

We will report any breach of this section to the relevant law enforcement authorities and will co-operate with them by disclosing your identity. In the event of such a breach, your right to use our site will cease immediately.

12. Availability of the site

We do not guarantee that our site, or any content on it, will always be available or uninterrupted. We may suspend, withdraw, discontinue or change all or any part of the site without notice. We will not be liable to you if the site is unavailable at any time or for any period.

You are responsible for making all arrangements necessary for you to access our site, and for ensuring that everyone who accesses the site through your internet connection is aware of these terms and complies with them.

13. Links to and from this site

Where our site contains links to other sites and resources provided by third parties — including our booking platform, social media pages, Google Maps, review platforms and finance providers — those links are provided for your information only. We have no control over the contents of those sites and accept no responsibility for them or for any loss or damage that may arise from your use of them.

You may link to our home page, provided you do so in a way that is fair and legal and does not damage our reputation or take advantage of it. You must not establish a link in any way that suggests any form of association, approval or endorsement on our part where none exists, and you must not frame our site on any other site.

14. Privacy and cookies

Any personal information you provide through this site is handled in accordance with our [Privacy Policy](#) [**CHECK — confirm the live URL**], which explains what we collect, why, how long we keep it and your rights under the UK GDPR and Data Protection Act 2018. Our use of cookies is explained in our [Cookie Policy / the cookie section of our Privacy Policy].

Patient records and clinical information are held separately and are subject to professional duties of confidentiality as well as data protection law.

15. Our liability

Nothing in these terms excludes or limits our liability where it would be unlawful to do so. This includes liability for death or personal injury caused by our negligence, for fraud or fraudulent misrepresentation, and for any other liability that cannot be excluded or limited under English and Welsh law. **These terms do not limit or affect any rights or remedies you have in relation to dental treatment we provide to you.**

Subject to the paragraph above:

If you are a consumer, we exclude all implied conditions, warranties and representations that may apply to your use of this website. We will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty or otherwise, arising under or in connection with use of, or inability to use, our site, or use of or

reliance on any content displayed on our site. In particular we are not liable for any loss arising because you relied on website content instead of obtaining professional advice.

If you are a business user, we exclude all implied conditions, warranties and representations, and we will not be liable for loss of profits, sales, business or revenue, business interruption, loss of anticipated savings, loss of business opportunity, goodwill or reputation, or any indirect or consequential loss.

We do not guarantee that our site will be secure or free from bugs or viruses. You are responsible for configuring your own information technology and platform to access our site and should use your own virus protection software.

16. Regulation and complaints

Our clinicians are registered with and regulated by the **General Dental Council**, 37 Wimpole Street, London W1G 8DQ — 020 7167 6000 — gdc-uk.org.

The practice is registered with **Healthcare Inspectorate Wales** as a provider of private dentistry.

If you are unhappy with any aspect of your care or with this website, please contact us first so we can put things right. Our full procedure is set out in our [Complaints Policy](#) [**CHECK — confirm the live URL**]. Complaints can be sent to info@serendental.co.uk or in writing to the practice address above, marked for the attention of [name / job title of complaints manager].

If we cannot resolve your complaint, you may contact the **Dental Complaints Service** (for privately funded treatment) on 020 8253 0800 or at dentalcomplaints.org.uk.

Data protection concerns that we cannot resolve may be raised with the **Information Commissioner's Office** at ico.org.uk or on 0303 123 1113.

17. Governing law

These terms, their subject matter and their formation are governed by the law of England and Wales. If you are a consumer, you will benefit from any mandatory provisions of the law of the country in which you are resident. You and we both agree that the courts of England and Wales will have exclusive jurisdiction, except that if you are a consumer resident in Scotland or Northern Ireland you may also bring proceedings in your own country.

18. Contact us

Seren Dental 40 Wellfield Road, Penylan, Cardiff, CF24 3YR 02921 681868
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