

My ental Surgery

Privacy Policy

This privacy policy applies to personal information collected in Australia.

'We', 'Us', 'Our' 'Normanville and Victor Harbor Dental', refers to Aleden Pty Ltd (trading as Normanville and Victor Harbor Dental Surgery) and their related entities and bodies corporate. 'You', 'Your' refers to individual patients or customers.

1. Introduction

Our practice is committed to safeguarding your privacy and maintaining the confidentiality of your personal information.

This policy explains what information we collect, how it is collected, used and handled, when it may be disclosed to third parties with your consent, your rights for requesting access to or amending your personal information, as well as how you can provide us with feedback or make a complaint.

When you receive services from Normanville and Victor Harbor Dental Surgery, we will handle your personal information as outlined in this policy. This document may be amended by us from time to time.

2. Definitions

Consent means your permission. Your consent can be express or implied. Express consent can be written (e.g. when you sign a form or send us correspondence) or verbal (e.g. when you give us your permission over the phone or in face-to-face conversations). Your consent will be implied when we can reasonably form a conclusion from our pre established relationship with you that you have given consent by either taking action or deciding not to take action.

Personal information has the same meaning that it has under the Privacy Act 1988 (Cth), namely information or an opinion, whether true or not, and whether recorded in a material form or not, about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion.

3. Information We Collect

We will only collect information that is necessary for providing our services to you. The amount and type of personal information we collect from you and hold about you will vary depending on whether you are an existing patient or customer of a Normanville and Victor Harbor Dental Surgery, have made enquiries about our products and services, used our website and also the extent to which you have used our products and services.

If you are currently or have in the past been a patient or customer of Normanville and Victor Harbor Dental Surgery, the personal identifiable information that we hold about you may include:

- name, address, telephone and email contact details;
- personal details such as age and gender;
- details of previous dentists you've been a patient of;
- your Medicare number;
- records of service contacts such as system notes and voice recordings of telephone conversation you've had with our employees;
- financial information (for example, Health insurance details, credit card numbers to assist in the administration of payments for dental services);
- details of purchases made and professional services used, including the date;
- and sensitive information including:
 - medical history;
 - family medical history; and
 - Current health and dental assessment.

4. How Information May Be Collected

We may collect personal information directly from you in a number of ways, including when you:

- use the contact forms on our website;
- provide personal information directly to Normanville and Victor Harbor Dental Surgery providing dental services to you;
- subscribe to newsletters or other direct marketing materials; or
- complete forms, send us an email, provide information during a visit to either Normanville or Victor harbor Dental practice or by phone;
- Use professional services or purchase goods from us.
- We may also collect information from third parties if you have provided them with consent, including:
 - from third parties such as your health insurance provider or Medicare; or

- Dentists, dental specialists or other health practitioners (for example if you were referred to us by another dentist).
- If you have provided us with information about another person, then you need to tell that other person that:
 - you have done so,
 - they have a right to access their information and
 - They can refer to this document for information on how we will handle their personal information.

If you do not provide us with your personal information, we may be unable to provide you with the products or services that you are requesting.

5. Use and disclosure of Your Personal Information

We use your personal information primarily to provide, manage and administer our services and products to you and operate an efficient and sustainable business. As part of these processes, we may disclose your personal information on a confidential basis to our related entities . In addition, we may use your personal information for a number of purposes, including:

- to provide dental and related services to you;
- to maintain and administer Your patient file(s) at Normanville or Victor Harbor Dental Surgery;
- to contact you in relation to any matter relating to You or the dental services or products provided to you;
- to answer your enquiries and deliver customer services to you;
- to carry out internal functions such as administration, accounting, quality assurance and information technology;
- to resolve complaints;
- to monitor price and evaluate products and services;
- to conduct marketing, customer surveys and other research and statistical analysis;
- to administer your invoicing for dental services, credit card payments, or to collect unpaid invoices;
- to process your health insurance claims;

- to follow you up regarding further dental examinations or treatments required;
- to send information to you about us;
- to comply with any laws or regulations.

If you submit online forms or send emails to us containing personal information, we will use that information to respond to your message or to contact you. The main purpose of collecting and using personal information submitted through our website is to respond to patient and customer enquiries or feedback from this site.

Your personal information may be handled by our employees who are trained in managing information in accordance with privacy legislation. Information may be used by staff for the administration or use of the practice and in the provision of services to you.

5.1 Disclosure to Third Parties

- In order to allow us to provide manage and administer our products and services to you and to operate an efficient and sustainable business, we may be required to disclose your information to third parties.
- This may include disclosure in the following circumstances:
 - to your nominated relatives in an emergency;
 - to government and regulatory bodies, e.g. Medicare
 - to auditors and other service providers we may appoint to ensure the integrity of our operations;
 - to any person or entity acting on our behalf;
 - to dentists, dental specialists and other healthcare professionals, for the purpose of seeking a second opinion or a referral, where you have consented to obtaining the second opinion or the referral;
 - to third party health benefit providers and insurance companies to assist in the processing of a claim for reimbursement or payment of all or part of the cost of dental treatment submitted by you or on your behalf;
 - to carry out a review of the practice for the purposes of improving the quality of care provided;
 - Where disclosure is required by law, e.g. Compulsory notices from courts of law, tribunals or government agencies.
- If we send your personal information outside of Australia we will require that the recipient of the information complies with privacy laws and contractual obligations to maintain the security

of the data.

5.2 Direct marketing

From time to time, we may contact you to provide you with information about other products and services offered by us, our related entities and our business partners that may be of benefit to you and your family. This includes information about Normanville and Victor Harbor Dental Surgeries. When we contact you, it may be via mail, phone, email or SMS.

We may share your personal information on a confidential basis with our related entities, related bodies corporate and third parties engaged by us so that they can offer you products and services and fulfill offers to you. When you become our customer, you consent to us using your personal information for direct marketing purposes (as described in this document), unless you have contacted us to withdraw your consent. If you do not wish to receive marketing material from us, you can contact us at any time to let us know. Our contact details are at the end of this policy.

If you request not to receive marketing material, please note that we will still contact you in relation to our on-going relationship with you. For example, we will still send you any bills, statements and notices that are relevant to the products and services you have purchased from us.

6. Accessing, Amending, Updating and Correcting your Information

6.1 Access to personal information

You have the right to access personal information that is held about you. You can ask us for access to the information that we hold about you at any time. Simply contact us (our contact details are listed below) to make your request.

In circumstances where we are unable to give you access to the information you have requested, we will give you written reasons for this decision when we respond to your request.

You may request access to your personal information by contacting us as per the contact details at the end of this document.

6.2 Correcting your personal information

To enable us to provide you with the best possible service, it is important that the information we hold about you is accurate.

Where your details change or if you believe any information we hold about you is inaccurate, incomplete or out-of-date, you should contact us to let us know.

IT and Web privacy

Our Internet Service Provider Ace Communications records the following information for statistical purposes to help us improve our external communications:

- Server address;
- Domain or top level domain name (eg. practice.com, .gov, .au, etc);
- Date and time of visit, pages accessed, documents downloaded;
- Previous sites visited.

All this information can be accessed from our member login to their webpage at any time and records are available from 24 hours up to three months.

Our web site only uses session cookies and only during a search query of the web site. The session cookie is destroyed at the end of the relevant browsing session and we do not keep any identifying information.

Neither our practice nor the ISP identifies users of our website.

We will only collect a patient email address if they send us a message or provide it. We will not share it or use it for any other purposes other than for which it was provided. We will seek patient consent before sending any information about the practice and patients must have a clearly defined method for opting out of receiving information.

Our Contact Information and resolving your concerns

You can contact us at any time if you have any questions or concerns about this document or about how your personal information has been handled.

You can contact our Privacy Officer by directing your correspondence to:

The Privacy Officer

Victor Harbor Dental Surgery

Shop 4/7 Torrens Street,

Victor Harbor

South Australia 5211

contactdentalsurgery@gmail.com

Victor Harbor and Normanville Dental Surgery will manage any concerns internally, directly with you.