



Privacy Policy

Southern Ocean Smiles is committed to providing quality services to you and this policy outlines our ongoing obligations to you in respect of how we manage your Personal Information.

This web site www.southernoceansmiles.com.au is owned and operated by Amber Howard and will be referred to as "We", "our" and "us" in this Privacy Policy (Privacy Policy). By using this site, you agree to the Privacy Policy. The Privacy Policy relates to the collection and use of personal information you may supply to us through your conduct on the web site.

We reserve the right, at our discretion, to modify or remove portions of this Privacy Policy at any time.

This Privacy Policy is in addition to any other terms and conditions applicable to the web site.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The APPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at www.aaic.gov.au.

We recognise the importance of protecting the privacy of information collected about visitors to our web site, particularly information that is capable of identifying an individual ("personal information"). This Privacy Policy governs the manner in which your personal information, obtained through the web site, will be dealt with. This Privacy Policy should be reviewed periodically so that you are updated on any changes. We welcome your comments and feedback.

Southern Ocean Smiles is committed to safeguarding the personal information of patients and staff in line with our obligations under Commonwealth legislation as well as guidelines set by industry regulatory bodies such as the Australian Dental Board.

The State Government has Information Privacy Principles, administered by the Privacy Committee, which apply to all government agencies but not to private health practices. We also observe the Australian Health Practitioner Regulatory Agency (AHPRA's) Social Media Policy (March 2014).

What information do we collect about patients and why?

Our practice collects administrative data for accounting purposes, including name, phone number, contact address/billing address, private health cover fund and number, Medicare number (if required for

government-sponsored programs), financial records of accounts and payments (kept for five years, as required by the Australian Taxation Office), insurance claims records, work related injuries (records kept for five years as required under WHS legislation), complaints. Dental records We keep detailed dental records including drug sensitivities, diagnostic tests, examination history, treatment, advice, referrals, communications with laboratories and other practitioners, x-rays etc. to help us provide appropriate ongoing care.

We may obtain this information from other practitioners or we may share this information with other practitioners with your consent as part of this ongoing care. Personal details are verified regularly and treatment records are updated at every consultation.

We may add a note to health records retrospectively but we do not change records.

Who else may see the information?

We may use patient information to discuss treatment with other practitioners. We may use it in a de-identified form for academic purposes, or with insurance officers or lawyers where the treatment relates to an Insurance claim or complaint.

Health Identifiers

The practice will not adopt, use or disclose an identifier assigned by any government agency except health care identifiers for purposes permitted under the Healthcare Identifiers Act (2010) (Cwth). A

Access and correction

Patients and staff may request access to their information or make changes to their information at any time except where we consider there is a sound reason under the Privacy Act or other legislation. We may charge to recover costs in providing access to electronic or paper records. We aim to use accurate, current and complete information and we will make reasonable attempts to correct inaccurate information or dispose of any unsolicited information or information no longer required.

Anonymity

Anonymous treatment is not practical for ongoing care or if other practitioners or diagnostic records are required, or for Medicare funded/insurance-funded services. We may also refuse to provide anonymous treatment if it is impractical due to our legal requirements to report child abuse or to manage substance abuse.

How safe is your information?

Our practice takes all reasonable steps to protect your personal information from misuse, interference and loss and from unauthorised access, modification or disclosure.

What is Personal Information and why do we collect it?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect include: names, addresses, email addresses, and phone numbers.

Personal information about visitors to our site is collected only when knowingly and voluntarily submitted. For example, we may need to collect such information to provide you with further services or to answer or forward any requests or enquiries. It is our intention that this policy will protect your personal information from being dealt with in any way that is inconsistent with applicable privacy laws in Australia.

This Personal Information is obtained in many ways including interviews, correspondence, by telephone, by email, via our website www.DOMAINNAME.COM.AU, from your website and social media sites, from media and publications, from other publicly available sources, from cookies and from third parties. We don't guarantee website links or policy of authorised third parties.

We collect your Personal Information for the primary purpose of providing our services to you, providing information to our clients and marketing. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from our mailing/marketing lists at any time by contacting us in writing or using the unsubscribe link at the bottom of emails we send you.

When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

Sensitive Information

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive information will be collected and used by us only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is directly related to the primary purpose
- With your consent; or where required or authorised by law.

Credit Card Details

Credit Card details are only stored for the processing of payments and will be deleted once payment is processed.

Third Parties

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances we may be provided with information by third parties. In such a case we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party.

Disclosure of Personal Information

Apart from where you have consented or disclosure is necessary to achieve the purpose for which it was submitted, personal information may be disclosed in special situations where we have reason to believe that doing so is necessary to identify, contact or bring legal action against anyone damaging, injuring, or interfering (intentionally or unintentionally) with our rights or property, users, or anyone else who could be harmed by such activities.

We may disclose personal information in compliance with a court order, cooperation with criminal investigations, other situations in which we reasonably believe disclosure is required to comply with laws, and to prevent or minimise harm to personal or public safety.

We may engage third parties to provide you with goods or services on our behalf. In that circumstance, we may disclose your personal information to those third parties in order to meet your request for goods or services.

From time to time, we may need to transfer your information to overseas entities that are not subject to same level of privacy protections as Australia. Reasons for this may include: backup storage, and provision of services by third parties. When this is required, we will notify you and obtain consent for this transfer.

Security of Personal Information

We strive to ensure the security, integrity and privacy of personal information submitted to our sites, and we review and update our security measures in light of current technologies. Unfortunately, no data transmission over the Internet can be guaranteed to be totally secure.

However, we will endeavour to take all reasonable steps to protect the personal information you may transmit to us or from our online products and services. Once we do receive your transmission, we will also make our best efforts to ensure its security on our systems.

In addition, our employees and the contractors who provide services related to our information systems are obliged to respect the confidentiality of any personal information held by us. However, we will not be held responsible for events arising from unauthorised access to your personal information.

Access to your Personal Information

You may access the Personal Information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact us in writing.

ORGANISATION will not charge any fee for your access request, but may charge an administrative fee for providing a copy of your Personal Information.

In order to protect your Personal Information, we may require identification from you before releasing the requested information.

Maintaining the Quality of your Personal Information

It is an important to us that your Personal Information is up to date. We will take reasonable steps to make sure that your Personal Information is accurate, complete and up-to-date. If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

Links to external websites

Our websites may contain hyperlinks to websites not controlled by us. We cannot and do not provide assurances of privacy and information security related to such websites collecting Information from Users.

IP Addresses: Our web servers gather your IP address to assist with the diagnosis of problems or support issues with our services. Again, information is gathered in aggregate only and cannot be traced to an individual user.

Cookies: We may use cookies to provide you with a better experience. These cookies allow us to increase your security by storing your session ID and are a way of monitoring single user access. This aggregate, non-personal information is collated and provided to us to assist in analysing the usage of the site. Users may choose to disable cookies, but this may result in loss of some or all of the site's functionality.

Applets: Applets are small programs embedded within web pages to provide interactivity that is not able to be facilitated by standard HTML code. Some applets may collect limited information about you (such as computer hardware and software parameters) in order to provide interactive capability and content.

Non-personal Information: Certain non-personal information may also be collected by the site. This may include: browser name, the type of computer and technical information about a user's means of connection to our site, such as the operating system and the Internet service provider utilised and other similar information. This information is used to customise the user's experience of our site, and to assist in managing the site and its supporting infrastructure.

Google AdSense

Some of the ads may be served by Google. Google's use of the DART cookie enables it to serve ads to users based on their visit to our site and other sites on the Internet. DART uses "non-personally identifiable information" and does NOT track personal information about you, such as your name, email address, physical address, etc. You may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy at http://www.google.com/privacy_ads.html Access to Information

We will endeavour to take all reasonable steps to keep secure any information which we hold about you, and to keep this information accurate and up to date. If, at any time, you discover that information held about you is incorrect, you may contact us using the details on our website, to have the information corrected.

Registered users can access their information by logging into the website and viewing their account.

Our employees and the contractors who provide services related to our information systems are obliged to respect the confidentiality of any personal information held by us.

Policy Updates

This Policy may change from time to time and is available on our website. We encourage users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

By using this site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our site. Your continued use of the site following the posting of changes to this policy will be deemed your acceptance of those changes.

Privacy Policy Complaints and Enquiries

If you have any queries or complaints about our Privacy Policy, please contact us at:

Admin@southernoceansmiles.com.au

Or

Practice Manager

PO Box 2120

Victor Harbor SA 5211

Please contact the Privacy Commissioner if you are not satisfied with the response after 30 (thirty) days at <http://oaic.gov.au/privacy/making-a-privacy-complaint>.