

Teledentistry Privacy Policy

1. INTRODUCTION

We take your privacy very seriously. This Privacy Policy describes what we do, and what we don't do, with the personal information that we collect using this website.

We have the right to update this privacy policy from time to time by posting a new version on this website. Please check this web page periodically in order to ensure that you are familiar with any changes.

2. INTERPRETATION

In this Privacy Policy, the following words have the following meanings:

Contact information means *personal information* such as your name, address, phone number and email address that is provided to *us* for the purposes of interacting with *us* through the website. For example, it includes details that you enter in relation to a general enquiry on a "contact us" form on our website. **Contact information** does **not include** *personal information* given during the provision of paid teledentistry services by *us* to you (see the definition of "*health information*" below);

Content means all text, graphics, images, Australian Dental Foundationo, sound and other data displayed on, or made available from, the *website*. It includes, without limitation, any blog post published on the *web site*;

Health information means *personal information* collected or generated by *us* during the course of providing paid teledentistry services to you;

Personal information means information that identifies you or could be used to identify you (including *contact information* and *health information*);

We, us and **our** and similar words refer to 'Australian Dental Foundation';

Website refers to the site located at the domain

3. QUESTIONS ABOUT THIS POLICY

If you have any questions about this Privacy Policy, please contact *us* by filling out the [Contact us](#) form on our website.

4. SOURCING HEALTH INFORMATION

Where possible, we try to collect *health information* exclusively from prospective patients. However, if the patient is under 18, we may require a responsible adult (i.e. a parent or guardian) to provide *health information* and make payments on behalf of the patient.

Where we source information from a responsible adult, references to "you" in this privacy policy will include references to both the patient and the responsible adult.

5. ACTIVITIES WHICH INVOLVE PROVIDING DIFFERENT TYPES OF *PERSONAL INFORMATION*

In the course of *our* interaction with you, *we* may collect *personal information* (including *contact information* and *health information*) that relates to you. The types of *personal information* that *we* collect will vary according to the type of activity as follows:

A. *CONTACT INFORMATION*

- Browsing:** We use "Google Analytics", a web analytics service provided by Google, Inc ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the *us* analyse how people use the *website*. The information generated by the cookie about your use of the *website* includes your IP address and your location (often to the nearest town or suburb). You have the ability to refuse the use of cookies by selecting the appropriate settings on your browser, however you may not be able to use the full functionality of the *website* if you choose to do this.
- Enquiring:** You will need to provide *contact information* to *us* if you choose to submit a question or request to *us* via email or using *our* "contact us" form. The information that you will need to provide will include a name, and one or more means to contact you (whether by telephone, email address, instant messaging, or other media);
- Subscribing:** You will need to provide *contact information* to *us* if you choose to receive updates and information periodically. This *contact information* will include a name and either an email address, or a username for a particular social networking service (e.g. Instagram, Twitter, FaceBook, LinkedIn etc).
- Commenting:** You will need to provide *contact information* to *us* if you choose to make a comment in relation to any *content*. This *contact information* will include your name, contact details - including email address - and (if they can be used to identify you) the views which you choose to express.
- Accessing Restricted/Members Only Content:** Some information *we* provide is only available to those who register by providing certain *contact information* (usually a name and email address and sometimes a phone number);
- Registering to Purchase Dental Products:** You will need to provide *contact information* to *us* if you decide to make a purchase of dental products from *our web site*. When registering, some of the information that you will be asked to provide will include your name, billing address, phone number and email address. Finally, *our* software records your computer's unique Internet Protocol (IP);
- Submitting Payments:** When purchasing dental services from *us*, you may also provide sensitive and confidential payment information. This payment information may take the form of credit card details, or bank account details.

8. **Other Activities:** We may use information for purposes not listed above in the following circumstances: (a) where specifically authorised by you; (b) where the use is related to one of the primary purposes listed above and where it could reasonably be expected; (c) where it is necessary for *us* to comply with the law or the lawful direction of a governmental authority or court; or (d) where it is in the interests of public health and safety; or (e) secondary use of collected data to improve oral health services.

B. HEALTH INFORMATION

If we provide oral health services to you in the form of a custom analysis of your condition and tailored oral health advice or in the form of answering a "quick question", this will involve *us* collecting *health information* from you and generating *health information* about you. *Health information* provided by you will be collected through an online questionnaire which is designed to obtain a detailed medical history and other information required to make a diagnosis and recommend a treatment plan. Such information may take the form of:

1. personal details such as your name, age, and gender;
2. administrative information such as your address, email address, phone number and billing information (including bank account or credit card information);
3. information about your current health service providers, including general medical practitioner;
4. information about current or past symptoms, injuries, diseases conditions or disabilities;
5. information about past operations, treatments received, and treatment programmes undertaken;
6. information about allergies;
7. information about medications which you are taking or have taken;
8. information about your family medical history where relevant to your own condition;
9. information about accidents, incidents or circumstances which caused or may have caused injury or discomfort;
10. *our* opinion of your medical condition;
11. *our* recommended treatment plan.

6. HOW WE WILL NOT USE THE PERSONAL INFORMATION THAT YOU PROVIDE

Except as set out in Clauses 6 and 7 below, we will not disclose your *personal information* to other persons or entities. In particular:

1. we will not give, lend, rent or sell your *personal information* to any third party telemarketing, market research organisation or email list building organisation that might on-sell it to other people or organisations.

2. We will not use or disclose your *health information* except in accordance with your directions, or as necessary to deliver *our* health services to you

7. HOW WE WILL USE THE *PERSONAL INFORMATION* THAT YOU PROVIDE

A. *CONTACT INFORMATION*

We may use or disclose your *contact information* for the following purposes:

1. **Answering Queries:** If you have contacted *us* with a query or request, we will use your *contact information* to respond to that query or request;
2. **Providing Information:** If you subscribe to receive information from *us* in the form of a newsletter or emailed updates, or a feed via a social networking service, we will use your *contact information* to send that information to you from time to time. The information may take the form of general communications which simply allow *us* to "keep in touch" with you, or may be direct marketing material which contains special promotions and special offers;
3. **Displaying Comments:** If you submit a comment, we have the right to display that comment on the *website*, along with your name, although we will not publish your email address;
4. **Usage Analysis:** We use your information to generate a holistic but anonymous picture of *our* user base and usage patterns. This information allows *us* to analyse trends and demographics and helps *us* to improve on the content and services provided.

B. *HEALTH INFORMATION*

We may use or disclose your *health information* for the following purposes:

1. **Treatment/Recommendations:** We will use your *health information* to enable us to diagnose your condition, and (where appropriate) to recommend a treatment plan and to provide you with further information about treatment options, or to provide you with answers to specific questions;
2. **Business Management:** We will use your *health information* to allow *us* to manage *our* business, for example through planning, or evaluating and assessing the cost-effectiveness of a particular treatment or service;
3. **Quality Assurance:** We will use your *health information* to enable *us* to perform quality assurance or clinical audit activities, where we evaluate and seek to improve the delivery of a particular treatment or service;
4. **Compliance:** We will use your *health information* to comply with accreditation activities, and the requirements of professional and industry bodies such as the Australian Health Practitioner Regulation Agency (AHPRA) and the Dental Board of Australia;
5. **Complaints Handling:** We will use your *health information* to respond to complaints made by you;

6. **Insurance:** We will use your *health information* to co-operate with our liability insurers (e.g. by disclosing details to a medical expert, insurer, defence organisation or legal advisor) in the event that we become aware of a potential or actual claim against us by you;
7. **Defence of Claims:** We will use your *health information* obtain advice and legal services in relation to the defence of potential or actual legal proceedings.

C. PERSONAL INFORMATION

We may use *personal information* (both *contact information* and *health information*) for the following purposes:

1. **Payment Administration:** We will use financial data to process payments, and (if necessary) co-ordinate refunds.
2. **Fraud Prevention:** Online transactions occasionally suffer from the fraudulent activities of some shoppers. We have the right to use the *personal information* that we collect to verify your identity. For example, we could compare names on accounts with information on credit cards, or with publicly available. These checks are done carefully by a member of our Customer Experience Team, and using manual rather than automated methods. The checks will usually be done only if there is a reason to suspect fraud;
3. **Debt Recovery:** We may use your personal information to recover debts owing to us;
4. **Sale of a Going Concern:** At some point in the future, we may decide to sell the assets of our organisation as part of a sale of business. Our customer or user database would be included in this sale. We would only sell this database as part of a going concern so that the new owners could continue to provide services to you. The new owners would also be bound by the terms of this Privacy Policy unless you reach a separate agreement with them. We would not sell our customer or user database separately from our other assets;
5. **Other:** We may also disclose your *personal information* where required or necessary under the provisions of the *Privacy Act 1988* (Cth) (e.g. if it is necessary to prevent a serious threat to public safety etc).

8. DISCLOSING PERSONAL INFORMATION THAT YOU PROVIDE

A. PARTIES TO WHOM WE COULD DISCLOSE YOUR INFORMATION

During the course of our business, we may disclose your *personal information* as follows:

1. **Service Providers:** Third party companies and individuals) are occasionally engaged from time to time to perform specific business services for us. These services include the processing of payments, trend analysis, marketing and promotions. We may need to provide some of your details to these services

providers (or require you to provide your details directly to them) in order for them to perform their functions. *We* will only do so where it is strictly necessary for them to perform these functions;

2. **Authorities etc:** *We* will pass on information relating to suspected fraudulent activity to appropriate authorities including the police, banks and credit card issuers, or otherwise if required to do so by law;
3. **New Owners:** As detailed above, *we* might decide to sell *our* user database as part of a going concern to a new owner. *We* would ensure that this owner would also be bound by this Privacy Policy unless you reach a separate agreement with them.

B. CROSS-BORDER DISCLOSURES

The disclosures of information listed in section (a) above, may involve transmitting, storing or processing information across national borders. This includes (amongst other things): *our* right to host the *website* on servers located outside Australia; *our* right to conduct usage analysis; and *our* right to process payments. You consent to the transmission of data for these purposes.

In addition, *personal information* that you submit in the form of, or relating to, comments will be published on the Internet and will be accessible in any location around the world in which there is Internet access.

9. YOUR RIGHTS IN RELATION TO *PERSONAL INFORMATION* THAT YOU PROVIDE

Subject to the exceptions allowed by law, you have a right to view, change and remove the *personal information* that *we* store about you.

Requests for *us* to assist you to view, change or remove your personal information, should be made in writing through our *web site* using the link provided above. You should provide *us* with any details necessary to enable *us* to comply with your request, including your name and the capacity in which you believe *we* are storing your *personal information* (i.e. as a customer, newsletter subscriber, patient etc).

If you ask *us* to attend to your request, *we* have the right to request a small fee before *we* can assist you. Before *we* act on requests of this nature, *we* will tell you how much this service will cost. *We* will respond to your request within 15 business days.

10. CHANGING YOUR COMMUNICATION PREFERENCES

We do not disseminate spam, as *we* only send information to people who have requested it. If you have requested information from *us* in the past, but have now changed your mind, please either:

1. click on the "unsubscribe" link in any one of *our* communications (if available); or
2. reply to any of *our* email messages using the word "unsubscribe" in the heading; or

3. contact *us* by visiting Contact.

There is no charge associated with being removed from *our* mailing or communications list.

11. INFORMATION SECURITY

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your *personal information*, and to prevent unauthorised access, modification or disclosure of your *personal information*. Payment information is processed by secure servers from third party providers (e.g. National Australia Bank) and not on this *website*.

If you believe that there has been a breach of the Australian Privacy Principles in relation to your personal information, you may make a complaint in writing to our Privacy Registrar by contacting privacy@dentalfoundation.org.au. Our investigation and formulation of a response may take up to 30 days.

If you are not satisfied with our response, you may complain in writing to the Office of the Australian Information Commissioner at <http://www.oaic.gov.au/>.

Australian Dental Foundation is compliant with the National Data Breach Scheme to ensure that any breach scenario is immediately handled to:

- Identify the threat occurring
- Contain the data vulnerability and access
- Assess the level of potential impact to users and the organisation
- Notify relevant parties (including public notification where appropriate).

In support of the commitment to your Privacy, Australian Dental Foundation Australian Dental Foundation regularly reviews the strategies for prevention, testing and team training.

12. OTHER PRIVACY INFORMATION

Once you have finished using *our teledental services*, close your browser (e.g. Google Chrome, Internet Explorer, Mozilla Firefox or Apple Safari). This ensures that no one else can access your *personal information* after you.

You are responsible for the security of, and access to, your computer. There are particular risks when you use your computer in a public place (such as an Internet cafe).

You are responsible for maintaining the secrecy of your username, password and any account information.

Further Privacy information can be obtained on the *website* of the Australian Privacy Commissioner, which can be found at: <http://www.privacy.gov.au>.

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