

PRIVACY POLICY OF THIS PRACTICE

Vale Dentistry Pty Ltd (“us”, “we”, or “our”) operates the martinvaledentistry.com.au website (hereinafter referred to as the “Practice”).

This page informs you of our policies regarding the collection, use and disclosure of personal data when you use our Practice and the choices you have associated with that data.

We use your data to provide quality dental advice and care to you and by using the Practice, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, the terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, accessible from martinvaledentistry.com.au website.

Definitions

- **Practice** is the martinvaledentistry.com.au website operated by Vale Dentistry Pty Ltd
- **Personal Data** means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).
- **Usage Data** is data collected manually, for example in the form of treatment notes or xrays or automatically either generated using the Practice infrastructure itself (for example, online appointment making, the duration of a webpage visit).
- **Cookies** are small files stored on your device (computer or mobile device).

Information Collection and Use

We collect different types of information solely for the purpose of providing your dental care including referral services to dental and other specialists and to improve our service to you. Dental practitioners must create and maintain dental records that serve the best interests of patients, clients or consumers and that contribute to the safety and continuity of their dental care. Dental records may be in paper-based or electronic form.

Types of Data Collected

Personal Data

While using our Practice, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you (“Personal Data”). Personally identifiable information may include, but is not limited to:

- Contact details: Name, Phone, Address and Email address.
- Medical and dental history
- Cookies and Usage Data

We may use your Personal Data to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send or by contacting us.

Usage Data

We may also collect information on how the Practice is accessed and used ("Usage Data"). This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Practice that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data. Your personal information will not be shared with third parties unless there is an application from the provisions of privacy legislation.

Tracking & Cookies Data

We use cookies and similar tracking technologies to track the activity on our Practice and we hold certain information.

Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies are also used such as beacons, tags and scripts to collect and track information and to improve and analyse our Practice.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Practice.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Practice.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies.** We use Security Cookies for security purposes.

Use of Data

Vale Dentistry Pty Ltd uses the collected data for various purposes:

- To provide and maintain our Practice
- To notify you about changes to our Practice
- To allow you to participate in interactive features of our Practice when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Practice
- To monitor the usage of our Practice
- To detect, prevent and address technical issues

- To provide you with news, special offers and general information about other goods, Practices and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information.

Transfer of Data

Your information, including Personal Data, is kept on a secure database within the dental practice and is kept according to the Code of Conduct Confidentiality and Privacy requirements of the Dental Practice Board of Australia.

<https://www.ahpra.gov.au/Resources/Code-of-conduct/Resources-for-the-public/Information-for-the-public.aspx>

Your consent is required prior to transfer of any personal, dental or medical information we hold. Vale Dentistry Pty Ltd will take all the steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organisation or practice unless you sign a Release of Record form, and only then the receiving practice/practitioner will be the recipient of only information pertaining to the dental care you received whilst a patient at the Practice.

Disclosure of Data

Legal Requirements

Vale Dentistry Pty Ltd may be asked to disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of Vale Dentistry Pty Ltd
- To prevent or investigate possible wrongdoing in connection with the Practice
- To protect the personal safety of users of the Practice or the public
- To protect against legal liability
- Where there has been an application within the of the provisions of privacy legislation.

Security of Data

The security of your data is important to us but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

Practice Providers

We may employ third party companies and individuals to facilitate our Practice (“Practice Providers”), provide the Practice on our behalf, perform Practice-related Practices or assist us in analysing how our Practice is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Links to Other Sites

Our Practice may contain links to other sites that are not operated by us. If you click a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or Practices.

Children's Privacy

Our Practice does not address anyone under the age of 18 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your Child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Practice, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Policy, please contact us:

- By phone number: 0354435006