

## **Personal Information Protection & Privacy Policy**

### **1. Policy Statement-**

Dr Natascha Andrews Dentistry (from here on referred to as "The Practice") acknowledges the importance of personal information, and hereby pledges to devote thorough efforts to the proper treatment and protection of all personal information.

### **2. Purpose-**

This Policy aims to ensure compliance with POPIA and recognizes the importance of treating personal data as strictly confidential.

### **3. Scope-**

The Information Officer is responsible for administering and overseeing the implementation of this policy and, as applicable, supporting guidelines, standard operating procedures, notices, consents and appropriate related documents and processes. All employees, and individuals directly associated with the Practice are trained, according to their functions, in the regulatory requirements, policies and guidelines that govern the protection of personal information. We conduct periodic reviews and audits, where appropriate, to ensure compliance with this policy and guidelines.

The Practice uses the personal information acquired only for the purpose of attainment of the objectives of providing medical care to the patient. The Practice shall not use such personal information for any purpose other than the purpose of attainment of those objectives without the consent of the patient.

### **4. Policy-**

The Practice takes reasonable steps to ensure that all personal information obtained is stored safely and securely.

The Practice collects personal information directly from patients and once in the Practice's possession, we will only release personal information with the patient's consent, except where we are required to do so by law. In the latter case, we will always inform the patient prior to doing so.

Personal information may not be processed further in a way that is incompatible with the purpose for which the information was collected initially.

We are responsible for ensuring that patient information is complete, up to date and accurate before it is used. This means that it may be necessary to request that patients, from time to time, update their information and confirm that it is still relevant. If we are unable to reach a patient for this purpose their information will be deleted from our records in accordance with the storage periods governed by regulation. If your personal information is used for two purposes, we will retain it until the purpose with the latest period expires, but we will stop using it for the purpose with a shorter period once that period expires.

Where personal information is collected from a source other than directly from a patient (referring practitioner) the Practice is responsible for ensuring that the patient is aware:

- That their information is being collected.
- Who is collecting their information.
- Of the specific reason that their information is being collected.

The Practice will ensure technical and organisational measures to secure the integrity of personal information, and guard against the risk of loss, damage, or destruction thereof. Personal information must also be protected against any unauthorised or unlawful access or processing. We recognise that information security is an integral element of data privacy. While no data transmission (including over the Internet or any website) can be guaranteed to be secure from intrusion, we implement a range of commercially reasonable physical, technical and procedural measures to help protect personal information from unauthorised access, use, disclosure, alteration or destruction in accordance with data protection law requirements. The Practice is committed to ensuring that information is only used for legitimate purposes with patient consent and only by authorised employees of our Practice.

Patients are entitled to know particulars of their personal information held by the Practice, as well as the identity of any authorised employees that had access thereto. They are also entitled to correct any information held by the Practice. The Practice has established appropriate standard operating procedures that are consistent with this policy.

***The Practice takes data privacy seriously.***

***We recognize and value the trust that patients place in us when providing us with personal information and we are committed to safeguarding the privacy and security of personal information we may collect.***