



## **Privacy Policy – A Patient Guide**

### **1. Introduction**

Pacific Smiles Group (PSG) respects your right to privacy and recognises that maintaining patient confidentiality is an integral part of providing health services.

The Privacy Act 1988 (Cth) was amended effective 21 December 2001 to include ten (10) National Privacy Principles, which apply to all parts of the private sector and all health service providers. In addition, to the Privacy Act 1988 (Cth), some states have also enacted privacy legislation.

Pacific Smiles Group complies with all our obligations to you under the Privacy Act 1988 (Cth) (as amended).

This Policy describes how we manage any personal and health information we have collected about you.

### **2. What is personal information?**

Personal information is any information which PSG may obtain from you or sometimes from others associated with your health care. PSG may hold the following information about you:

- Name, address, telephone numbers, email addresses
  - Date of birth
  - Employer's Name
  - Health information
  - Name of general practitioner or referring practitioner
  - Private Health Fund information
  - Medicare Number (where applicable)
  - Workers compensation and motor vehicle accident details
  - Transaction details associated with services we have provided to you
  - Details of clinical treatment associated with services we have provided to you
  - Any information you provided to us through patient / referrer surveys or feedback
  - Any additional information you may have provided us
- PSG will destroy or de-identify personal information after our legal obligations and rights to retain the information have expired.

### 3. How PSG collects your personal information?

Your personal information will be collected by PSG, at any one of its Dental and/or Eye Care Centres or whenever you request information concerning PSG's services in person, by phone or online. Your personal information will only be collected by fair and lawful means. Your personal information will be collected directly from you, from companies or agents related to PSG ("Related Persons") or health service providers, government agencies, hospitals, doctors or medical specialists. All employees of PSG are trained in understanding their obligations in regards to patient confidentiality.

We may provide information to Related Persons to assist them in developing and promoting health-related products and services that may be of interest to you (unless you ask us not to).

### 4. What does PSG do with my personal information?

PSG uses your personal information in accordance with National Privacy Principles. The personal information is used to:

- provide you with health and related services, including appointments and follow up services; and
- promote the health-related products and services of PSG and Related Persons.

If you are a customer of ours our staff may contact you on available telephone numbers and email addresses. When our staff contacts you and you are not available, they may leave messages which identify the caller or sender and the purpose for which the communication is made.

Whenever you are provided with market research or marketing information by PSG or Related Persons you will be offered the opportunity to inform us if you do not want your personal information to be used for those purposes in the future.

### 5. Disclosure of Information

PSG will not disclose personal information except on a confidential basis to Related Persons of PSG or as required by law.

Requests for your information, for example copies of records and x-rays, will only be released upon completion of an **APPLICATION FOR COPY OF DENTAL / OPTICAL RECORDS** form which is available at reception. A fee for collation, copying and delivery of information may be charged.

### 6. Storage and Data Security

All reasonable measures are taken to protect personal and health information within PSG from unauthorised access, improper use, disclosure, unlawful destruction and accidental loss. PSG endeavours to

contain all patient information electronically. Any paper based information (e.g. medical history forms) is shredded once the information has been transferred to your electronic records.

PSG stores personal information:

- a. contained in electronic databases in a secure environment with controlled access;
- b. contained in paper based and other hard copy documents located securely within our business premises; and
- c. archived to a dedicated storage facility.

## **7. Data Quality, Access and Correction**

PSG takes reasonable steps to ensure your personal information is accurate. You may request access to personal information we hold about you by writing to PSG at the address below.

You do not have to provide a reason for requesting access. Where we hold information that you are entitled to access, we will endeavour to provide you with the information within a reasonable period. In most cases personal collection of the information is the preferred option. On collection we will ask you for a form of identification such as a drivers licence and/or credit card. A fee for collation, copying and delivery of information may be charged.

If PSG deems it necessary to deny your application for personal information then we will give you our reasons for denial in writing. If you believe that personal information we hold about you is incorrect, incomplete or inaccurate then you may request it to be amended. We will then consider if the information requires amendment. If we do not agree that there are grounds for amendment then we will add a note to the personal information stating that you disagree with it.

## **8. Identifiers**

A numeric identifier is allocated to each patient that attends a PSG facility to enable ongoing care and treatment to be provided. PSG uses a four digit number.

## **9. Transborder Data Flow**

PSG will only transfer information outside Australia in circumstances where the information will have appropriate protection, where transfer is necessary for provision of service to the individual and where consent has been obtained in writing.

## **10. Contact us**

If you would like any further information, have any questions about this policy or any concerns regarding treatment of your privacy by PSG please contact us at:

The Privacy Officer

PO Box 2246

Greenhills 2323

E-mail: [privacy.officer@pacificsmiles.com.au](mailto:privacy.officer@pacificsmiles.com.au)

*In this policy, personal information, health information and sensitive information have the same meaning as under the Privacy Act.*

This document represents Pacific Smiles Groups Privacy Policy at the date noted below. We may change or update this policy from time to time. Although we intend to observe this policy at all times, it is not legally binding on PSG in any way and the operation of its terms are at all times subject to the requirements of the Privacy Act and the National Privacy Principles.