

1. APPLICATION

1300 Smiles Pty Ltd (**1300 Smiles**) is a dental support organisation that provides facilities and services to dental practitioners who provide you with dental treatment (**Dental Practitioners**).

Where relevant:

- 'We', 'Us', 'Our' refers to 1300 Smiles, Dental Practitioners and our related body corporates; and
- "You" or "Your" refers to individual patients of Dental Practitioners, 1300 Smiles employees or Dental Practitioners.

Your personal or health information may be collected by 1300 Smiles, our related body corporates and/or Dental Practitioners. We take your privacy seriously and understand the importance of protecting your personal information and health information. This Privacy Policy (**Policy**) explains the personal information handling practices of Dental Practitioners, related bodies corporate and any website we operate (**website**).

This Policy should be read together with our respective website [Terms and Conditions](#) and any location specific legal notice. We will update this privacy policy when our information handling practices change. Updates will be publicised on our website and through our email lists.

By visiting our website or providing us with your personal information or health information (either directly or allowing another person to do so on your behalf), you acknowledge and agree that the personal information or health information we collect about you will be collected and handled in accordance with this Policy. If you do not agree with any part of this Policy, you must not provide your personal information or health information to us.

2. COLLECTION OF PERSONAL INFORMATION

We may collect information from you or about you, including your:

- personal information, which includes information or an opinion (whether true or not) about an identified or a reasonably identifiable individual It does not include information that is de-identified (anonymous data).
- health information, which means personal information about your health such as your medical history or medical conditions or disabilities In Australia health information is a category of "sensitive information" as outlined at paragraph 4.

We will comply with Applicable Privacy Laws and Applicable Anti-Spam Laws which include the Privacy Act 1988 (Cth) (Australian Privacy Act), the Australian Privacy Principles, the Spam Act 2003 (Cth) and any other regulatory requirements imposed on 1300 Smiles (altogether "**Legal Obligations**").

3. WHAT PERSONAL INFORMATION DO WE COLLECT AND HOLD?

The personal information or health information collected depends on the dealings you have with 1300Smiles, our related body corporates or a Dental Practitioner.

If you are a patient of a Dental Practitioner this may include your:

- name
- date of birth
- gender
- occupation
- address (postal and email)
- telephone numbers
- Medicare, health fund and health insurance cover details
- medical history, test results, medication and other health information
- financial information (including credit card details)
- your IP address and/or other device identifying data
- other information necessary for our functions and activities (in compliance with our Legal Obligations)
- nominated person to contact in case of emergency
- opinion in relation to any of our business activities via surveys and/or competitions and trade promotions
- voice recordings of telephone conversation you've had with our employees or with Dental Practitioners.
- health insurance details
- other such information (including proof of identity) that is relevant for us and Dental Practitioners to provide products and services to you in the manner that you have requested, or to comply with the Applicable Privacy Laws

If you are making an application or enquiry in relation to employment, or you have a dental practice and are interested in joining us, or you are an existing employee, Dental Practitioner or practice, we may collect additional information from or about you such as:

- details relating to you and your guarantor
- details of your referees
- information provided by your referees
- credit checks
- criminal history checks
- results of any profile testing
- results of any pre-employment testing
- identity documents
- Tax File Number
- health information
- details of your next of kin

4. SENSITIVE INFORMATION

We only collect sensitive information where it is reasonably necessary for functions or activities and either you have explicitly consented, or we are required or authorised by law to do so. If you are a

patient this may include health information, medical history and details about medication. If you are an employee, this may include information for the purposes of a job application such as information about national origin or immigration status.

5. FINANCIAL INFORMATION

We may collect your credit card details or other financial information where you provide them to us at one of our clinics for the purposes of arranging direct debit or payment plans you have requested. We will only use your financial information for the purpose for which it was collected and in accordance with this policy. We may also collect financial information from you through our sales facilities, to be used by us solely to facilitate payment for the services you have requested.

6. USING GOVERNMENT IDENTIFIERS

In certain circumstances we are required, to collect government identifiers such as Medicare, National Health Index, pension or Veterans Affairs numbers. We will only use or disclose this information in accordance with the applicable laws.

7. DEALING WITH US ANONYMOUSLY

Where it is lawful and practicable to do so, you may deal with us anonymously (e.g. when enquiring about our services generally). However, we usually need your name, contact information and other details to enable us and the Dental Practitioners to provide services or products to you.

8. WHY DO WE COLLECT, USE OR DISCLOSE PERSONAL INFORMATION OR HEALTH INFORMATION?

We will only collect personal information or health information from you when it is reasonably necessary for Us to undertake business activities and functions, or as otherwise permitted by law.

We collect, use, access and disclose your personal information or health information for one or more of the following purposes:

- to enable a person to discharge their duties as a director, officer or executive manager of 1300 Smiles or its related body corporates
- to comply with and as authorised by any Australian law
- to facilitate and enable Dental Practitioners to deliver dental services and medical advice including:
 - contacting you to provide advice or information in relation to the way in which the service will be or has been provided
 - sending appointment reminders to you
 - disclosing your information to health service providers in relation to continuity of care where that service provider is involved in your treatment or diagnostic services
 - conveying information to close family members in accordance with the recognised customs of medical practice

- to relevant government (including federal, state or territory) authorities and agencies for the purpose of investigating a health issue, including a workplace health and safety matter
- to perform services or enable Dental Practitioners to perform services that are reasonably incidental to the ordinary course of operations including:
 - gaining an understanding of your needs so we may provide you with the required service and advice
 - analysing our services and customer needs with a view to developing new and/or improved services
 - for surveys, direct marketing, promotions and/or competitions
 - ensuring the proper function of the website and online software
 - for marketing, planning, product development requirements
 - administering and managing our services including charging, billing and collecting debts
 - responding to your requests, questions, comments and complaints
 - notifying you about special offers and products or services available from our participating partners (including Dental Practitioners), either directly or via a third-party advertising platform
 - resolving disputes or resolve problems
 - preventing prohibited or illegal activities
 - fulfilling any mandatory reporting obligations required by applicable law, including communicating with you if a notifiable data breach has occurred in relation to your personal information
- to facilitate an access requests for you or an authorised representative including when conveying information to a responsible person (e.g. parent, guardian, spouse) when you are incapable or cannot communicate, unless you have requested otherwise
- any purpose for which you have provided consent for (in accordance with our Legal Obligations)
- to respond to any claim arising from or in connection with 1300 operations (e.g. medical negligence or a complaint)
- for a “permitted general situation”, a “permitted health situation” or where it is unreasonable or impracticable to obtain your consent and it is reasonable to believe that your data is necessary to lessen or prevent a serious threat to your life, health or safety.
- to provide necessary information to professional advisers or insurers on a confidential basis
- to a financial, accounting, insurance, legal, regulator or information technology advisor to the extent necessary for their services
- to obtain support or maintenance service for medical software or medical equipment which is incidental to the proper performance of a support or maintenance contract or arrangement.
- for medical research purposes which has been approved by the Human Research Ethics Committee
- to assess your application for a role with us and to take references
- in connection with your employment with or engagement by us

- any related secondary purpose which we believe you would reasonably expect when we collected your personal information or as a result of our ongoing relationship with you (in accordance with our Legal Obligations)
- to respond to and manage inquiries, feedback, defend our legal interests and investigate and protect against fraud, theft and other illegal activities

We may also use your personal information or health information for other purposes not listed above which will be made clear to you at the time we collect your personal information, or for such purposes as may be required or permitted by the Applicable Privacy Laws or our Legal Obligations.

We will not sell, distribute, rent, license, disclose or reveal, share or pass your personal information or health information on to any third parties, other than in accordance with this Policy, and to those who are contracted to us to keep personal information or health information confidential.

9. HOW IS PERSONAL INFORMATION OR HEALTH INFORMATION COLLECTED?

We will, if reasonable and practicable to do so, collect personal and health information directly from you. This may take place when you fill out documents such as a form. Information may also be collected from you in other ways, including:

- when you attend an appointment at one of our practices
- via our websites or online chat rooms
- via our social media pages
- if you complete any survey
- if you post or email us your information
- if you call us
- if you provide us with your information in any other format such as verbally or via text message
- if you apply for any job vacancy
- if you make a complaint to us
- if you complete an entry form for any competition and/or trade promotion whether operated by us or one of our practices

We may collect personal and health information from third parties such as:

- your health service provider
- a health professional who has treated you
- your family or legal guardian
- other sources where necessary to provide a health service

10. DISCLOSURE OVERSEAS

If you are a patient, we will not disclose your personal information or health information overseas unless the overseas disclosure is performed in accordance with our obligations under the Applicable Privacy Laws and our Legal Obligations.

If you are an employee or a Dental Practitioner, we may disclose your personal information or health information outside Australia. We will only disclose information to an organisation in a foreign country: (i) where that country has a substantially similar privacy regime; or (ii) where the overseas organisation has agreed to comply with the Applicable Privacy Laws, or (iii) where we have your informed consent to the disclosure.

11. MARKETING AND YOUR CONSENT/OPTING OUT

We may use your personal information to identify a product or service that you may be interested in or to contact you about an event or promotion. We may with your consent or where required by Applicable Anti-Spam Laws, use the contact details you have provided to contact you from time to time (whether by phone, post, email or SMS) to tell you about new products or services and special offers that we believe may be of interest to you.

You can withdraw your consent to receiving direct marketing communications from us at any time by unsubscribing from the mailing list by clicking 'unsubscribe' at the bottom of any email from us, by contacting us on the details at the end of the policy or by using the unsubscribe facility set out in any other electronic communication you receive. Once you have unsubscribed from the electronic communication, you will be removed from the corresponding marketing list as soon as is reasonably practicable and in accordance with Applicable Anti-Spam Laws.

We may also use your personal information and information collected about you using third parties such as Google Analytics to provide you with a better or more personalised and relevant experience when using our website. We may do this by combining behavioural data we collect by the use of cookies and combining it with the personal information we have collected from you.

12. INFORMATION VIA THE WEBSITE AND ONLINE SOFTWARE

Every time you use our website, information may be collected by us or on our behalf via services such as Google Analytics. Types of information collected may include:

- the date and time of your visit to our website and online software
- your IP address
- the address of the documents you access
- the type of browser and operating system you are using
- any address of a recurring site and any other website you are about to visit
- the information you submit regarding payment particulars

The information that may be collected provides us with details about how the website is being used including the frequency and duration of visits, and which web pages you have accessed on the website.

We may provide third parties with aggregate statistics about our visitors, traffic patterns and related site information. This data reflects site-usage and does not contain identifying information.

13. COOKIES

Most commercial websites use cookies. Cookies are data that a website transfers to your browser and are stored in your hard drive, and are used to track your ongoing access to and use of the website. We may use cookies to allow us to track usage patterns and help us improve and tailor our service to you. Cookies are used to 'remember' when your computer or device accesses our website. Cookies are essential for the effective operation of our website and to help you interact with us online. They are also used to tailor the products and services offered and advertised to you, both on our website and elsewhere. Cookies will not identify you personally. If you would prefer not to receive cookies, you can alter your security settings on your web browser to disable cookies or to warn you when cookies are being used. However this may mean you may not be able to take advantage of all features of the website.

14. LINKS TO OTHER WEBSITES AND THIRD PARTY ADVERTISING SERVICES

Our websites may contain links to other websites that are not under our control. These websites may use cookies. It is the responsibility of those third parties to collect appropriate consents from you in order to permit their own cookies (to the extent this is required by law) and to inform you about the cookies they use. You should check the Privacy Policy on all third-party websites to ensure you are comfortable with third-party cookies.

We may also utilise certain third-party advertising services (e.g. organizations such as Google) to display advertising for our advertisers. These third-party services may also place a cookie on your computer for the purposes of ad tracking and presentation. We do not share personally identifiable visitor information with these third-party services.

We have no responsibility for linked websites or third-party advertising services, and provide them solely for your information and convenience. We specifically disclaim responsibility for their content, privacy practices and terms of use, and we make no endorsements, representations or warranties about their accuracy, content or thoroughness. Your disclosure of personal information to third-party websites is at your own risk.

15. STORING PERSONAL INFORMATION AND HEALTH INFORMATION

We take all reasonable and appropriate steps (including organisational and technological measures) to protect your personal information and health information from misuse, interference and loss, as well as unauthorised access, modification or disclosure. Some of the ways this is done include:

- requiring our staff to maintain confidentiality
- implementing document storage security
- imposing security measures for access to our computer systems
- providing a secure environment and access control for confidential information
- only allowing access to personal and health information where the individual seeking access has satisfied our identification requirements

Where we store your personal information and health information depends on what interaction you have had with us. These include:

- electronic databases, including those for processing customer enquiries or feedback
- email databases for marketing communications
- paper based forms

However, the Internet is not in itself a secure environment and we cannot give an absolute assurance that your personal information will be secure at all times. Transmission of personal information over the Internet is at your own risk and you should only enter, or instruct the entering of, personal information within a secure environment.

16. DATA BREACHES

The Australian Privacy Act requires us to notify affected individuals and the Australian Information Commissioner about 'eligible data breaches'. An eligible data breach occurs when the following criteria are met:

- a) there is unauthorised access to or disclosure of personal information we hold (or information is lost in circumstances where unauthorised access or disclosure is likely to occur) (**data breach**);
- b) the data breach is likely to result in serious harm to any of the individuals to whom the information relates; and
- c) we are unable to prevent the likely risk of serious harm with remedial action.

If it is not clear whether a suspected data breach meets these criteria, we will investigate and assess the breach to determine whether the breach is an 'eligible data breach' that requires us to notify the affected individuals. This is to ensure that you are notified if your personal information is involved in a data breach that is likely to result in serious harm. Even if the criteria are not met, we may decide it appropriate to notify you anyway as part of our commitment to taking privacy seriously.

17. KEEPING PERSONAL INFORMATION AND HEALTH INFORMATION ACCURATE AND UP TO DATE

It is your responsibility to ensure that the personal information or health information you provide us is accurate, complete and up-to-date. However, as required by Applicable Privacy Law, we will also endeavour to ensure that the personal information and health information collected from you is up to date, accurate and complete.

You have a right to access your medical records subject to some exceptions allowed by applicable laws. In the case of pathology services, it is recommended that you obtain the information from the referring doctor. We will disclose the medical record to an authorised personal representative or legal adviser where you have provided written consent, unless any of the applicable legislative exceptions apply.

You may request access to or correction of your personal information and health information we hold about you at any time by contacting the relevant Privacy Officer using the details set out at the end of this Policy. We will need to verify your identity. Subject to any applicable exceptions or requirements,

we will provide you with access to the personal information or health information you request within a reasonable time and usually within 28 days in Australia. If we decide to refuse your request, we will tell you why in writing and how to complain.

We may charge a reasonable fee for collating and providing access to personal and health information.

18. CONTACT US

If you have a question or comment regarding this Policy or wish to make a complaint or exercise your privacy rights, please contact our Privacy Officer on the following details:

Phone: 1300 764 537

Post:

Attn: Privacy Officer
Abano Healthcare Group
PO Box 5454
West End, QLD 4101
AUSTRALIA

E-mail: privacy@1300Smiles.com.au

We will need to verify you, and we will respond to you within a reasonable period of time to acknowledge your complaint and inform you of the next steps we will take in dealing with your complaint.

If you are not satisfied with our response, you may complain to the Office of the Australian Information Commissioner (OAIC) via the OAIC website: www.oaic.gov.au.

19. CHANGES TO OUR PRIVACY POLICY

We may revise this Policy from time to time as we add new features or as laws change that may affect our businesses or websites. When we make changes to our Privacy Policy, they are reflected on this page. Any revised Privacy Policy will apply both to information we already have about you at the time of the change, and any personal information or health information created or received after the change takes effect. We encourage you to periodically reread this Privacy Policy, to see if there have been any changes to our policies that may affect you. Your continued use of our services following an update to this Privacy Policy constitutes acceptance of those changes.