# Beulah Dental Privacy Policy

Current as of: 23/10/2026

## Introduction

This privacy policy provides information to you, our patient, on how your personal information (which includes your health information) is collected and used within our practice, and the circumstances in which we may share it with third parties.

## Why and when your consent is necessary

When you register as a patient of our practice, you provide consent for our dental practitioners and practice staff to access and use your personal information so they can provide you with the best possible dental care. Only staff who need to see your personal information will have access to it. If we need to use your information for anything else, we will generally seek additional consent from you to do this, unless obtaining your consent is not practical or reasonable, and an exception under the *Privacy Act 1988* (Cth) applies.

## Why do we collect, use, hold and share your personal information?

Our practice will need to collect your personal information to provide dental services to you. Our main purpose for collecting, using, holding and sharing your personal information is to manage your dental health. We also use it for directly related business activities, such as financial claims and payments, practice audits and accreditation, and business processes (e.g. staff training).

## What personal information do we collect?

The information we will collect about you includes your:

- name/s, date of birth, address/es, contact details (e.g. telephone, email), family contact information
- details of your oral health condition and the treatment/s and service/s you have received
- details of your general health (e.g. medications, allergies, medical conditions) and medical history that may impact the dental treatment you receive
- private health insurance information
- Medicare number (where available) for identification and claiming purposes
- information regarding other funding sources, where relevant (e.g. Child Dental Benefits Schedule, Department of Veterans' Affairs)
- information on workers' compensation, motor vehicle and other accident claims, where relevant
- healthcare identifiers, where relevant.

## Dealing with us anonymously

You have the right to deal with us anonymously or under a pseudonym unless it is impracticable for us to do so or unless we are required or authorised by law to only deal with identified individuals.

## How do we collect your personal information?

Our practice may collect your personal information in several different ways.

1. When you make your first appointment our practice staff will collect your personal information via telephone, your online booking and registration.
2. During the course of providing dental services, we may collect further personal information.
3. We may also collect your personal information when you visit our website, send us an email or SMS, telephone us, make an online appointment or communicate with us using social media.
4. In some circumstances personal information may also be collected from other sources. Often this is because it is not practical or reasonable to collect it from you directly. This may include information from:
    - your guardian or responsible person

- other involved healthcare providers, such as specialists and diagnostic imaging services
- your health fund, Medicare, or the Department of Veterans' Affairs (as necessary).

## When, why and with whom do we share your personal information?

We sometimes share your personal information:

- with third-party service providers who support our practice operations, such as information technology and appointment booking providers. We take reasonable steps to ensure these providers handle personal information securely and in accordance with applicable privacy obligations
- with other healthcare providers
- when it is required or authorised by law (e.g. court subpoenas)
- when it is necessary to lessen or prevent a serious threat to a patient's life, health or safety or public health or safety, or it is impractical to obtain the patient's consent
- to assist in locating a missing person
- to establish, exercise or defend an equitable claim
- for the purpose of confidential dispute resolution process
- when there is a statutory requirement to share certain personal information (e.g. some diseases require mandatory notification)
- during the course of providing dental services

Only people who need to access your information will be able to do so. Other than in the course of providing dental services or as otherwise described in this policy, our practice will not share personal information with any third party without your consent.

Some service providers used by our practice may store, process or access information outside Australia. Where overseas disclosure occurs, we will take reasonable steps to comply with applicable Australian privacy requirements.

Our practice will not use your personal information for marketing any of our goods or services directly to you without your express consent. If you do consent, you may opt out of direct marketing at any time by notifying our practice in writing.

## How do we store and protect your personal information?

Your personal information may be stored at our practice in various forms, including: paper records, electronic records, visual records (X-rays, CT scans, videos and photos), audio recordings, study models, orthodontic aligners.

Our practice takes reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification and disclosure. Electronic records are stored in protected information systems and physical records are maintained in secure environments.

## How can you access and correct your personal information at our practice?

You have the right to request access to, and correction of, your personal information.

Our practice acknowledges patients may request access to their dental records. We ask that you put this request in writing to the practice manager – reception@beulahdental.com.au and our practice will respond within 30 days.

Our practice will take reasonable steps to correct your personal information where the information is not accurate or up to date. From time to time, we will ask you to verify that your personal information held by our practice is correct and current. You may also request that we correct or update your information, and to assist us with attending to your request we would prefer you to make such requests in writing to the practice manager – reception@beulahdental.com.au.

## How can you lodge a privacy-related complaint, and how will the complaint be handled at our practice?

We take complaints and concerns regarding privacy seriously. You should express any privacy concerns you may have in writing. We will then attempt to resolve your issue/s in accordance with our resolution procedure. Any requests or concerns can be sent in writing via email to the practice manager – reception@beulahdental.com.au; by mail addressed to Beulah Dental 44 Beulah Road Norwood SA 5067; or by phone 08 8151 3070. Our practice will respond within 30 days.

You may also contact the Office of the Australian Information Commissioner (OAIC). The OAIC may decide not to investigate your complaint if you have not raised it with the practice first. If you have lodged a complaint with us, and we have not responded within 30 days or you are dissatisfied with our response, you may then take your complaint to the OAIC. For further information visit www.oaic.gov.au or call the OAIC on 1300 363 992.

## Privacy and our website and digital communications

**Collection of Personal Information Through Our Website**

Our practice collects personal information when patients or visitors submit website enquiries or communicate with us electronically. Our website also links to a separate online booking service operated through Centaur Portal.

This information may include names, contact details, appointment preferences and any additional information voluntarily provided, including information relating to dental health.

Personal information collected through our website is used to manage appointments, respond to enquiries, communicate with patients and provide dental services.

**Online Appointment Bookings**

The Book Now link on our website directs patients to Centaur Portal, the online appointment booking service associated with Centaur Software's Dental4Windows practice management system. The booking portal is a separate website and is not embedded in the Beulah Dental website. Information provided during booking is used to arrange, manage and confirm appointments.

When patients proceed to Centaur Portal, the privacy and cookie information applicable to Centaur's service also applies. Centaur may process information submitted during online bookings to provide the service. Patients should review the privacy information presented by Centaur Portal.

**Website Enquiries and Email Communications**

Patients and visitors may submit enquiries through our website using a Gravity Forms contact form. Submissions are stored in the website's WordPress database and are also received by our practice via email.

We may also communicate with patients directly by email regarding appointments, enquiries and other matters relating to their dental care.

Personal information provided through these communications is used to respond to enquiries, assist with appointments and provide relevant information about our services.

**Social Media and Direct Messaging**

Our practice maintains a presence on social media platforms and may communicate with patients and members of the public through these platforms, including through private or direct messages.

When individuals contact us through social media, we may collect personal information voluntarily provided, such as their name, contact details, appointment enquiries and other information included in their messages.

This information is used to respond to enquiries, assist with appointment arrangements and provide general information about our dental services.

Where appropriate, information received through social media may be recorded in our practice management system for the purpose of maintaining accurate patient records.

We encourage patients not to share sensitive personal or health information through social media messaging. Where confidential or clinical matters arise, patients may be directed to communicate with our practice through a more appropriate and secure channel.

Social media platforms may independently collect, store and process personal information in accordance with their own privacy policies.

**Website Analytics and Cookies**

Our website uses Google Analytics 4 (GA4) to understand how visitors use the site and to improve its performance. GA4 sets two first-party analytics cookies, which may remain on a visitor's device for approximately two years, subject to browser settings and changes to the service.

GA4 may collect information about visits and interactions with our website, such as pages viewed, usage patterns, device and browser information, and technical information including IP-address-related data. This information is used for website analytics rather than to provide dental treatment.

Our homepage and contact page use Google Maps, and our website uses Adobe Fonts for its appearance. These services send requests and may transmit technical visitor information to Google and Adobe when

relevant pages load. Our website developer has advised that these integrations do not set cookies on our site. The contact form does not use reCAPTCHA or third-party cookies.

Our website developer has not identified advertising tracking pixels (including Meta Pixel or Google Ads pixels) or session-recording tools such as Hotjar or Microsoft Clarity on our website. Visitors can manage or delete analytics cookies through their browser settings. Blocking cookies may affect some website functions. The separate Centaur booking portal has its own cookie practices and privacy information.

**Privacy and Security of Digital Information**

Our practice takes reasonable steps to protect personal information collected through our website, online booking systems, email communications and social media platforms against misuse, interference, loss, unauthorised access, modification or disclosure.

Personal information collected through these channels is handled in accordance with our Privacy Policy, the Australian Privacy Principles and applicable Australian privacy legislation.

Individuals may contact our practice if they have questions or concerns regarding the collection, use, storage or disclosure of their personal information.

## Policy review statement

This privacy policy will be reviewed regularly to ensure it is in accordance with any changes that may occur.