



**PRIVACY NOTICE**  
**Protection of Personal Information Act (POPIA)**

**1. PURPOSE OF THIS NOTICE**

Hayes Dental respects your privacy and is committed to protecting your Personal Information.

This Privacy Notice explains how and why your Personal Information is collected, used, stored and protected when you receive dental services from the Practice.

This notice is displayed in accordance with the Protection of Personal Information Act 4 of 2013 (POPIA).

**2. RESPONSIBLE PARTY**

**Practice Name:** Hayes Dental

The Practice determines the purpose and means of processing Personal Information and acts as the Responsible Party.

**3. INFORMATION WE COLLECT**

We may collect and process the following Personal Information:

- Name, surname and identity number
- Contact details (telephone, email, address)
- Medical and dental history
- Clinical records, radiographs and photographs
- Medical scheme and billing information
- Appointment and treatment records
- Financial and account information
- Information relating to dependants

Health information is classified as special personal information and is processed strictly for healthcare purposes.

**4. WHY WE COLLECT YOUR INFORMATION**

Your Personal Information is processed to:

- provide dental diagnosis and treatment
- maintain clinical records
- submit claims to medical schemes
- arrange referrals to specialists or laboratories
- communicate regarding appointments and treatment
- comply with legal and ethical obligations
- manage accounts and administration
- protect the legitimate interests of patients and the Practice

**5. SHARING OF PERSONAL INFORMATION**

Your information may be shared with:

- healthcare practitioners and specialists
- dental laboratories and technicians
- medical schemes and administrators
- authorised practice staff
- indemnity insurers
- payment processors or debt collection agents
- regulatory authorities where required by law

All recipients are required to maintain confidentiality and appropriate security safeguards.

**6. HOW YOUR INFORMATION IS STORED**

Personal Information is stored securely:

- electronically on protected systems; and/or
- in locked physical filing systems.

Reasonable technical and organisational safeguards are implemented to prevent unauthorised access, loss or disclosure.

**7. RETENTION OF INFORMATION**

Patient records are retained only for as long as required by:

- healthcare legislation
- ethical professional rules
- indemnity requirements
- lawful business purposes

When information is no longer required, it is securely destroyed or permanently de-identified.

**8. COMMUNICATION WITH PATIENTS**

The Practice may contact patients regarding:

- appointment reminders
- treatment follow-ups
- preventative dental recalls
- accounts and administrative matters

Marketing communication is only sent where patient consent has been provided.

Patients may withdraw communication consent at any time.

**9. YOUR RIGHTS**

You have the right to:

- request access to your Personal Information
- request correction of inaccurate information
- request deletion where legally permitted
- object to processing on reasonable grounds
- withdraw consent
- lodge a complaint with the Information Regulator

Requests must be submitted to the Practice Information Officer.

**10. INFORMATION OFFICER**

**Information Officer:** Dr N Hayes

**Practice:** Hayes Dental

**Address:** Unit 12, 20 Bella Rosa, Rosendal, 7530

**Telephone:** 0219101457

**Email:** [info@hayesdental.co.za](mailto:info@hayesdental.co.za)

The Information Officer oversees compliance with POPIA and handles all privacy-related requests.

**11. COMPLAINTS**

If you believe your Personal Information has been processed unlawfully, you may contact:

**Information Regulator (South Africa)**

Website: [www.justice.gov.za/inforeg](http://www.justice.gov.za/inforeg)

Email: [complaints.IR@justice.gov.za](mailto:complaints.IR@justice.gov.za)

Tel: 010 023 5200