

## **POPIA Compliance Statement for Sunset Dental**

### **Last Updated: [January 2025]**

At Sunset Dental, located at 11 Ocean Way  
Sunset Beach, 7441, Cape Town, South Africa, we are committed to protecting your personal information in accordance with the **Protection of Personal Information Act (POPIA)**. This statement explains how we collect, use, and protect your personal data and your rights under the Act.

#### **1. Purpose of Collecting Personal Information**

We collect and process personal information to provide quality dental care and related services. This includes:

- Appointment scheduling and reminders.
- Patient records and treatment history.
- Billing and payment processing.
- Communication regarding services and promotions (if consented).
- Compliance with legal and regulatory obligations.

#### **2. What Personal Information We Collect**

We may collect the following types of personal information:

**Personal Details:** Full name, contact details (phone, email, address), date of birth, and identification number.

**Medical Information:** Health history, dental records, treatment plans, and prescriptions.

**Billing Information:** Medical aid details, payment history, and account details.

**Website Usage Data:** When you visit our website, we may collect non-personal information such as IP addresses, browser type, and browsing behavior.

#### **3. How We Use Your Information**

Your personal data is used strictly for the purposes for which it was collected, including but not limited to:

- Providing dental care and treatment.
- Processing insurance and billing.
- Sending appointment reminders and follow-ups.
- Complying with legal obligations and regulatory requirements.
- Improving our services and communication with patients.

#### **4. Data Sharing and Disclosure**

We do not share your personal information with third parties without your consent, except when required to:

- Comply with legal obligations.
- Work with trusted service providers such as medical aid schemes, dental laboratories, and IT service providers to facilitate necessary business operations.
- Prevent fraud or security risks.

## **5. Security of Your Information**

We implement appropriate technical and organizational security measures to protect personal information from unauthorized access, loss, alteration, or destruction. These measures include secure databases, access controls, and staff confidentiality agreements.

## **6. Your Rights Under POPIA**

As a data subject, you have the right to:

Access: Request a copy of the personal data we hold about you.

Correction: Request corrections to inaccurate or incomplete information.

Deletion: Request the deletion of your data, subject to legal and regulatory requirements.

Objection: Object to the processing of your data for certain purposes.

Withdraw Consent: Withdraw your consent at any time, where applicable.

To exercise your rights, please contact us at [email/contact details].

## **7. Retention of Information**

We retain personal information only for as long as necessary to fulfill the purposes outlined in this statement or as required by law.

## **8. Changes to This Statement**

We may update this POPIA Compliance Statement periodically. Any updates will be posted on our website, and significant changes will be communicated to you directly where applicable.

## **9. Contact Information**

For any questions, concerns, or requests related to your personal information, please contact:

Sunset Dental

Email: [drgparies@sunsetdental.co.za](mailto:drgparies@sunsetdental.co.za)

Phone: 021 5516440/ 0846420170/0767927444

Address: 11 Ocean Way, Sunset Beach, 7441

By using our services, you agree to the terms outlined in this POPIA Compliance Statement.