

Privacy Policy — Oakridge Dental Care

Last Updated: [Insert Date]

Oakridge Dental Care ("we," "us," "our") is committed to protecting your privacy and the confidentiality of your personal and personal health information. This Privacy Policy explains how we collect, use, disclose, and safeguard information when you visit our website, contact us, or receive care at our practice.

As a dental practice, Oakridge Dental Care is a **Health Information Custodian (HIC)** under Ontario's *Personal Health Information Protection Act* (PHIPA), and we are committed to complying with our obligations under this legislation.

1. Privacy Contact Person

In accordance with PHIPA, we have designated a contact person responsible for ensuring our compliance with this legislation, responding to inquiries, and handling complaints.

Privacy Contact: Dr. Dhruv Patel **Email:** info@oakridgedentalcare.ca **Phone:** 519-914-4612
Address: 760 Hyde Park Road, Unit 6A, London, ON N6H 5W9

2. Information We Collect

General Website Information

When you visit our website or contact us through a form (including forms on our website or through social media advertising), we may collect:

- Name
- Phone number
- Email address
- Any message or information you voluntarily provide

Personal Health Information (PHI)

If you become a patient of Oakridge Dental Care, we collect personal health information necessary to provide you with dental care, including but not limited to:

- Medical and dental history
 - Treatment records, X-rays, and clinical notes
 - Insurance and billing information
 - Appointment records
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3. How We Collect Information

We collect information:

- Directly from you, through our website contact form, phone calls, email, or in person
- Through advertising platforms (such as Meta/Facebook lead forms) when you voluntarily submit your information in response to an ad
- During the course of providing dental care, directly from you as the patient

We do not collect more information than is reasonably necessary for the identified purpose.

4. Consent

Under PHIPA, we are required to obtain your consent before collecting, using, or disclosing your personal health information, except in limited circumstances permitted by law (such as where required for continuity of care between health care providers, or as otherwise permitted or required by law).

- **Express consent** is obtained for uses such as marketing communications.
- **Implied consent** may be relied upon for the collection, use, and disclosure of your PHI for the purpose of providing you with dental care, consistent with PHIPA.

You have the right to withdraw your consent at any time, subject to legal or contractual restrictions and reasonable notice.

5. How We Use Your Information

We use the information we collect to:

- Respond to inquiries and contact you regarding appointment booking
- Provide dental care and treatment
- Process insurance claims and billing
- Communicate with you about your appointments and care
- Improve our services and website

We do **not** sell, rent, or trade your personal information to third parties for marketing purposes.

6. Disclosure of Information

We may disclose your information:

- To other health care providers involved in your care, with your consent (express or implied, as permitted under PHIPA)
- To your insurance provider, for the purpose of processing claims
- Where required or permitted by law (for example, in response to a court order, or as required under the *Regulated Health Professions Act*)

- To third-party service providers who assist us in operating our practice (such as our practice management software provider), who are contractually required to protect your information
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7. Third-Party Services and Advertising

Our website and advertising may use third-party services, including:

- **Google Business Profile and Google Analytics** — to help us understand website usage
- **Meta (Facebook/Instagram) advertising** — if you submit your contact information through a Facebook or Instagram lead form, that information is provided to us directly. Meta's own use of your information is governed by [Meta's Data Policy](#), separate from our practices.

We encourage you to review the privacy policies of any third-party platform you use to contact us.

8. Data Security

We take reasonable administrative, technical, and physical safeguards to protect your personal and personal health information against theft, loss, and unauthorized access, use, disclosure, copying, modification, or disposal, consistent with our obligations under PHIPA.

9. Retention of Information

We retain personal health information for as long as necessary to fulfill the purposes for which it was collected, and in accordance with the record retention requirements of the Royal College of Dental Surgeons of Ontario (RCDSO) and applicable law.

10. Your Rights

Under PHIPA, you have the right to:

- Be informed of the reasons for the collection, use, and disclosure of your personal health information
 - Access your own personal health information, subject to limited exceptions
 - Request corrections to your personal health information
 - Withdraw or refuse consent to the collection, use, or disclosure of your information, except in limited circumstances
 - Be notified in the event of theft, loss, or unauthorized use or disclosure of your personal health information that poses a real risk of significant harm
 - File a complaint regarding our information practices
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11. How to Make a Complaint

If you have concerns about how we have handled your personal or personal health information, please contact our Privacy Contact Person listed above.

If you are not satisfied with our response, you may file a complaint with the:

Information and Privacy Commissioner of Ontario (IPC) Website: www.ipc.on.ca Phone: 1-800-387-0073

12. Cookies

Our website may use cookies or similar tracking technologies to improve your browsing experience and understand how visitors use our site. You can adjust your browser settings to refuse cookies, though this may affect website functionality.

13. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The updated version will be posted on this page with a revised "Last Updated" date.

14. Contact Us

If you have questions about this Privacy Policy or our information practices, please contact us:

Oakridge Dental Care 760 Hyde Park Road, Unit 6A, London, ON N6H 5W9 Phone: 519-914-4612 Email: info@oakridgedentalcare.ca

This policy has been prepared to reflect Oakridge Dental Care's general information practices and obligations under Ontario's Personal Health Information Protection Act (PHIPA). We recommend this document be reviewed by legal counsel before publication to ensure it accurately reflects your specific practice operations and current legal requirements.