

PRIVACY NOTICE

How Hatfield Dental Studio collects, uses and protects your personal information
Issued in terms of the Protection of Personal Information Act 4 of 2013 (POPIA)

Responsible Party

Dr N Erasmus and L Roos Incorporated | Trading as: Hatfield Dental Studio

Registration Number: 2023/724330/21

Address: Hatfield Plaza Shopping Centre, 2nd Floor, 1122 Burnett Street, Pretoria, 0083

Information Officer: Conrad Jan Erasmus (COO) | Email: popia@hatfielddental.co.za | Tel: 012 362 5773

1. Who We Are

Hatfield Dental Studio is a dental practice operated by Dr N Erasmus and L Roos Incorporated. We are committed to protecting the privacy and security of your personal information in accordance with POPIA and all applicable health legislation.

This Privacy Notice explains what personal information we collect about you, why we collect it, how we use it, who we share it with, and what rights you have over your information.

2. What Personal Information We Collect

2.1 Information you provide to us:

- Full name, identity number, date of birth, and gender
- Contact details: telephone number, email address, and residential address
- Medical aid / health insurance details
- Health information: dental history, current medications, allergies, conditions, X-rays, treatment records, and diagnoses
- Guardian information (where you are a minor)

2.2 Information we generate:

- Clinical notes and treatment records created during consultations
- Radiographic images and digital scans
- Correspondence and communication records

Health information is classified as Special Personal Information under POPIA and receives the highest level of protection.

3. Why We Collect Your Information

We collect and process your personal information for the following purposes:

- Providing dental diagnosis, treatment, and aftercare
- Maintaining accurate patient records as required by the Health Professions Act and HPCSA guidelines
- Processing medical aid and insurance claims on your behalf
- Scheduling and managing appointments

- Referring you to specialist dental practitioners when clinically necessary
- Communicating with you about your treatment and appointments
- Complying with our legal and professional obligations

4. Lawful Basis for Processing

We process your personal information on the following lawful grounds under POPIA:

- Your explicit consent (obtained via our Patient Consent Form)
- Necessity to perform the dental services you have requested
- Compliance with our legal obligations under the Health Professions Act and HPCSA rules
- Legitimate interests of the practice in administering appointments and records

5. Who We Share Your Information With

We do not sell your personal information. We may share it only with:

- Dental laboratories – for the fabrication of crowns, bridges, dentures, or other appliances
- Medical aid schemes and administrators – for claims processing and authorisations
- Specialist dental or medical practitioners – for referrals
- Practice management and IT service providers – bound by confidentiality obligations
- Regulatory authorities – where required by law (e.g. HPCSA, SARS)

All third parties who process personal information on our behalf are required to have signed Operator Agreements and are obligated to comply with POPIA.

6. How Long We Keep Your Information

We retain your personal information for as long as is necessary for the purpose for which it was collected, subject to the following minimum periods:

- Adult patient records: 5 years from the date of last treatment
- Minor patient records: 5 years from the date the patient turns 18
- X-rays and radiographic images: 5 years from the date taken

After the retention period, records are securely destroyed (shredded or permanently deleted).

7. How We Protect Your Information

We implement appropriate technical and organisational safeguards including:

- Password-protected access to electronic patient records
- Locked storage for paper-based records
- Staff confidentiality training and POPIA awareness
- Restricted access to patient information on a need-to-know basis
- Secure data backups

8. Your Rights

Under POPIA, you have the following rights:

Right	What it means
Access	Request a copy of the personal information we hold about you.
Correction	Ask us to correct inaccurate or incomplete information.
Deletion	Request that we delete your information where it is no longer needed

	(subject to legal retention obligations).
Objection	Object to the processing of your information on reasonable grounds.
Withdraw Consent	Withdraw consent at any time, without affecting the lawfulness of prior processing.
Complain	Lodge a complaint with the Information Regulator if you believe your rights have been violated.

To exercise any of these rights, contact our Information Officer: popia@hatfielddental.co.za

9. Cookies and Website

If you visit our website (www.hatfielddental.co.za), we may collect standard website usage data. Please refer to our website cookie policy for further information.

10. Changes to This Notice

We may update this Privacy Notice from time to time. The current version will always be available at reception or on our website. This notice was last updated: May 2026.

11. Contact Us

Information Officer Contact Details

Name: Conrad Jan Erasmus (COO)

Email: popia@hatfielddental.co.za

Tel: 012 362 5773

Post: Hatfield Plaza Shopping Centre, 2nd Floor, 1122 Burnett Street, Pretoria, 0083

Information Regulator: www.justice.gov.za/infoereg/ | infoereg@justice.gov.za