

Purpose of use / disclosure	Type of Personal Information
To enable you to access and use our website, including to book an appointment.	<ul style="list-style-type: none"> <li>● Identity Data</li> <li>● Contact Data</li> </ul>
To provide our Services to you, including to book and manage your appointments and provide you with our dentistry services.	<ul style="list-style-type: none"> <li>● Identity Data</li> <li>● Contact Data</li> </ul>
To contact and communicate with you about our Services including in response to any support requests you lodge with us or other enquiries you make with us.	<ul style="list-style-type: none"> <li>● Identity Data</li> <li>● Contact Data</li> </ul>
To contact and communicate with you about any enquiries you make with us via our website.	<ul style="list-style-type: none"> <li>● Identity Data</li> <li>● Contact Data</li> </ul>
For internal record keeping, administrative, invoicing and billing purposes.	<ul style="list-style-type: none"> <li>● Identity Data</li> <li>● Contact Data</li> <li>● Financial Data</li> <li>● Transaction Data</li> </ul>
For analytics including profiling on our website, market research and business development, including to operate and improve our Services, associated applications and associated social media platforms.	<ul style="list-style-type: none"> <li>● Profile Data</li> <li>● Technical and Usage Data</li> </ul>
For advertising and marketing, including to send you promotional information about our events and experiences and information that we consider may be of interest to you.	<ul style="list-style-type: none"> <li>● Identity Data</li> <li>● Contact Data</li> <li>● Technical and Usage Data</li> <li>● Profile Data</li> <li>● Marketing and Communications Data</li> </ul>
To run promotions, competitions and/or offer additional benefits to you.	<ul style="list-style-type: none"> <li>● Identity Data</li> <li>● Contact Data</li> <li>● Profile Data</li> <li>● Marketing and Communications Data</li> </ul>
To comply with our legal obligations or if otherwise required or authorised by law.	<ul style="list-style-type: none"> <li>● Any relevant Personal Information</li> </ul>

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<p><b>Sensitive information:</b> We only collect, hold, use and disclose sensitive information for the following purposes:</p> <ul style="list-style-type: none"> <li>• any purposes you consent to;</li> <li>• the primary purpose for which it is collected, to provide you with our Services;</li> <li>• secondary purposes that are directly related to the primary purpose for which it was collected, including disclosure to the below listed third parties as reasonably necessary to provide our Services to you;</li> <li>• to contact emergency services, or to speak with your family, partner or support person where we reasonably believe there is a serious risk to the life, health or safety of you or another person and it is impracticable for us to obtain your consent; and</li> <li>• if otherwise required or authorised by law.</li> </ul>	<ul style="list-style-type: none"> <li>• Sensitive Information</li> </ul>