

Privacy Policy

Last Updated: 03 August 2026

At **Dr Vanya Dreyer Dental Practice**, we recognise the importance of protecting your personal information and are committed to respecting your privacy. This Privacy Policy explains how we collect, use, store, disclose, and protect personal information obtained through our website, patient management systems, and professional interactions with our practice.

This policy has been developed in accordance with the requirements of South Africa's **Protection of Personal Information Act, 4 of 2013 (POPIA)**.

1. About Our Practice

Dr Vanya Dreyer is a general dental practitioner based in Pretoria, South Africa.

Practice Address

190 Lois Avenue
Newlands
Pretoria, 0049
Gauteng, South Africa

Email: admin@drvanyadreyer.co.za

Telephone: 012 361 3903 / 082 879 2266

2. Information We Collect

In the course of providing our services, we may collect and process the following personal information:

- Full name and surname
- Contact details, including telephone number and email address
- South African identity number or other identification information
- Medical aid provider details and membership information
- Medical and dental history relevant to your treatment
- Information submitted through contact forms, appointment requests, or enquiries

- Website usage data, including IP address and browser information
- Information voluntarily provided through correspondence or communications
- Notes and records relating to consultations, diagnoses, treatment discussions, and clinical interactions
- Clinical photographs, radiographs (X-rays), and other diagnostic records

We collect only information that is necessary for the provision of dental care, administration of patient records, and compliance with legal and professional obligations.

3. How We Use Personal Information

Your personal information may be used for the following purposes:

- Scheduling and managing appointments
- Responding to enquiries and requests
- Providing dental treatment and healthcare services
- Referring patients to other healthcare professionals when required and with appropriate consent
- Managing patient records and practice administration
- Processing accounts and communicating regarding outstanding balances
- Improving the quality and functionality of our services and website
- Meeting legal, regulatory, and professional obligations
- Communicating important information relating to your treatment or care

We do not sell, lease, or otherwise trade personal information to third parties.

4. Cookies and Website Analytics

Our website may use cookies and similar technologies to enhance user experience and evaluate website performance.

These technologies may include:

- Google Analytics
- Google Ads conversion tracking
- Essential website functionality cookies

Cookies help us understand how visitors use our website and assist in improving its performance. You may disable cookies through your browser settings; however, certain website functions may not operate as intended.

5. Third-Party Content and External Services

Certain pages of our website may include content or services provided by external organisations, such as Google Maps.

When interacting with such content, the relevant third party may collect information in accordance with its own privacy practices and policies. We encourage users to review the privacy policies of any third-party websites or services they access.

6. Sharing of Personal Information

We may share personal information only where necessary and for legitimate business, healthcare, or legal purposes.

This may include:

- Website hosting providers and technical support partners
- Practice management, billing, and patient record systems, including Altron, Elixir, and Logbox
- Service providers assisting with website analytics and marketing
- Regulatory authorities, professional bodies, or law enforcement agencies when legally required
- Other healthcare practitioners or specialists involved in your care, subject to applicable consent requirements

All third-party service providers are expected to implement appropriate safeguards to protect personal information and may only process information for authorised purposes.

Advertising and Marketing Measurement

If you contact our practice or book an appointment after engaging with one of our online advertisements, we may share a secure, encrypted version of certain contact details, such as your email address or telephone number, with Google.

This process enables us to measure the effectiveness of our marketing campaigns by identifying whether advertising activity results in genuine patient enquiries. The information is converted into a secure, one-way encrypted format before being transmitted and cannot be used to identify you directly.

This processing is based on our legitimate business interest in evaluating and improving our advertising efforts. You may object to this processing at any time by contacting us using the details provided below.

Testimonials, Reviews and Clinical Images

Patient reviews, testimonials, photographs, clinical images, or treatment outcomes will only be published on social media platforms, websites, marketing materials, or other public forums where the patient's informed consent has been obtained in advance.

7. Retention of Information

We retain personal information only for as long as reasonably necessary to fulfil the purposes for which it was collected, or as required by applicable laws, professional guidelines, and record-keeping obligations.

Patient treatment records are maintained in accordance with healthcare and legal requirements, while enquiry and administrative records may be retained for operational purposes.

8. Your Rights Under POPIA

Subject to applicable legal requirements, you have the right to:

- Request access to personal information held about you
- Request correction of inaccurate or incomplete information
- Request deletion of information where legally permissible
- Object to the processing of your personal information
- Withdraw consent where processing is based on consent
- Lodge a complaint with the Information Regulator of South Africa

Requests relating to these rights may be submitted using the contact details provided below.

9. Information Security

We take reasonable administrative, technical, and physical measures to safeguard personal information against unauthorised access, loss, misuse, alteration, or disclosure.

While every effort is made to protect personal information, no method of electronic transmission or storage can be guaranteed to be completely secure.

10. Updates to This Privacy Policy

This Privacy Policy may be amended periodically to reflect changes in legal requirements, practice operations, or technology. Any revised version will be published on this page and will become effective from the date of publication.

11. Contact Information

If you have any questions regarding this Privacy Policy or the manner in which your personal information is processed, please contact us:

Dr Vanya Dreyer Dental Practice

Email: admin@drvanyadreyer.co.za

Telephone: 012 361 3903 / 082 879 2266