**Privacy Policy for use of The Gap Dental website: www.gapdental.com.au**

Effective date: May 16, 2018

The Gap Dental Practice ("us", "we", or "our") operates the <http://www.gapdental.com.au> website (the "Service").

This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy.

**DEFINITIONS**

**Personal Data**

Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).

**Usage Data**

Usage Data is data collected automatically either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

**Cookies**

Cookies are small pieces of data stored on a User’s device.

**Data Controller**

Data Controller means a person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal data are, or are to be, processed.

For the purpose of gapdental.com.au, The Gap Dental Practice is the Data Controller of your data.

**Data Processor (or Service Providers)**

Data Processor (or Service Provider) means any person (other than an employee of the Data Controller) who processes the data on behalf of the Data Controller.

We may use the services of various Service Providers in order to process your data more effectively.

**Data Subject**

Data Subject is any living individual who is the subject of Personal Data.

**User**

The User is the individual using our Service. The User corresponds to the Data Subject, who is the subject of Personal Data.

**Information Collection and Use**

We collect several different types of information for various purposes to provide and improve our Service to you.

**TYPES OF DATA COLLECTED**

**Personal Data**

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

* Email address
* First name and last name
* Phone number
* Address, State/Province, ZIP/Postal code, City, Country
* Cookies and Usage Data

We may use your Personal Data to contact you, at your request with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send or by contacting us.

**Usage Data**

We may also collect information how the Service is accessed and used ("Usage Data"). This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

**Tracking & Cookies Data**

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyse our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

* **Session Cookies.** We use first- and third-party Session Cookies to operate our Service.
* **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.

**Use of Data**

The Gap Dental Practice uses the collected data for various purposes:

* To provide and maintain our Service
* To notify you about changes to our Service
* To allow you to participate in interactive features of our Service when you choose to do so
* To provide customer support
* To gather analysis or valuable information so that we can improve our Service
* To monitor the usage of our Service
* To detect, prevent and address technical issues
* To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information

**Retention of Data**

The Gap Dental Practice will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Gap Dental Practice will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for the lifetime of the website.

**Transfer of Data**

Your information, including Personal Data, may be transferred to and maintained on computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside of Australia and choose to provide information to us, please note that we transfer the data, including Personal Data, to the Australia and process it there. Other service providers (see ‘Service Providers’ section) may hold your data in other jurisdictions – please refer to their privacy policies for further information.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

The Gap Dental Practice will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

**DISCLOSURE OF DATA**

**Disclosure for Law Enforcement**

Under certain circumstances, The Gap Dental Practice may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

**Legal Requirements**

The Gap Dental Practice may disclose your Personal Data in the good faith belief that such action is necessary to:

* To comply with a legal obligation
* To protect and defend the rights or property of The Gap Dental Practice
* To prevent or investigate possible wrongdoing in connection with the Service
* To protect the personal safety of users of the Service or the public
* To protect against legal liability

**Security of Data**

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

The methods and procedures that we use to protect Personal Data have been chosen based on the assessed importance of the Personal Data and the risk to the Data Subject. This assessment has been carried out as part of our Privacy Impact Assessment and is reviewed on an annual basis.

**Your Rights**

The Gap Dental Practice aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data.

Whenever made possible, you can update your Personal Data directly within your account settings section. If you are unable to change your Personal Data, please contact us to make the required changes.

If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the right:

* To access and receive a copy of the Personal Data we hold about you (Right of access)
* To rectify any Personal Data held about you that is inaccurate (Right to rectification)
* To request the deletion of Personal Data held about you (Right to erasure)
* To object at any time to processing of personal data for purposes such as direct marketing (Right to object)

You have the right to data portability for the information you provide to The Gap Dental Practice You can request to obtain a copy of your Personal Data in a commonly used electronic format so that you can manage and move it.

Please note that we may ask you to verify your identity before responding to such requests.

We will inform you if it is not feasible to continue using our Service without processing personal data. For example, if it is not possible to use a website that uses a login system that uses cookies to verify your identity and keep you logged in.

**Services Providers and Links to Other Sites**

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, to perform Service-related services or to assist us in analysing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Our Service may also contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services. Please click the links below to read their respective Privacy Policies. These services include:

* [Google Maps](https://maps.google.com/help/terms_maps.html)
* [Google Analytics](https://support.google.com/analytics/answer/6004245?hl=en)

**Children's Privacy**

Our Service does not address anyone under the age of 13 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and you are aware that your Children has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from Children without verification of parental consent, we take steps to remove that information from our servers.

**Changes to this Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

**Name and Address of the Controller**

Controller for the purposes of the General Data Protection Regulation (GDPR), other data protection laws applicable in Member states of the European Union and other provisions related to data protection is:

The Gap Dental Practice
5/23 Glen Affric Street
The Gap, Queensland 4061
A.B.N 48 183 935 564

Phone: 07 3300 1277
Email: info@gapdental.com.au
Website: www.gapdental.com.au

**Contact Us**

If you have any questions about this Privacy Policy, please contact us:

* By email: info@gapdental.com.au