

## **POPI ACT COMPLIANCE**

In terms of the requirements of Protection of Personal Information Act (4/2013): Commencement of certain Sections of the Protection of Personal Information Act as per the GNR 21 of 22 June 2020 published in Government Gazette No. 11136 Vol 660 of 22 June 2020, Cradle Aesthetics and Dr Werner Andrew Nell disclose openly to all patients the following measures we specifically implement in this Practice to align ourselves according to the prescribed legislation as stated above:

### **Section 2 to 38**

Does your business have controls in place to ensure its processing of personal information is lawful? **YES**

Are there safeguards in place to ensure the lawful processing of children's personal information? **YES**

Does your business have protocols in place to ensure the lawful processing of special personal information? **YES**

Is there a system in place to ensure the correct application of processing exceptions? **YES**

### **Section 55 to 109**

Has your institution appointed an Information Officer? **YES**

Does your business have a system in place to obtain prior authorization? **YES**

Has the role of an Information Officer been defined in your business? **YES**

Does your business adhere to the code of conduct for its industry? **YES**

Is your business aware of the data subject's rights in respect of direct marketing? **YES**

Does your business take steps to avoid penalties, fine and administrative fines? **YES**

### **Section 111**

Is your business aware of the fees applicable to it under this act? **YES**

## **CUSTOMER PRIVACY NOTICE (POPI)**

This Notice explains how we obtain, use, and disclose your personal information, as is required by the Protection of Personal Information Act ("POPI").

At Cradle Aesthetics/Dr WA Nell T/A Cradle Aesthetics we are committed to protecting your privacy and to ensure that your personal information is collected and used properly, lawfully, and transparently.

This Notice sets out:

- Who we are
- What information we collect
- To whom we disclose your information
- How we safeguard your information

- Your rights to access and correction of information
- Changes to this Notice
- How to contact us

## **1. Who we are**

In this Notice, “Cradle Aesthetics” or “Dr WA Nell” or “Dr WA Nell T/A Cradle Aesthetics” or “we” or “us” refers to the Practice situated in Cradlestone Mall, Shop U58 or the website [www.cradleaesthetics.com](http://www.cradleaesthetics.com) that operate in South Africa.

## **2. The information we collect**

We collect and process your personal information mainly to provide you with access to our services, to help us improve our offerings to you and for certain other purposes explained below. The type of information we collect will depend on the purpose for which it is collected and used. We will only collect information that we need for that purpose.

We collect information directly from you where you provide us with your personal details, for example when you require dental or facial aesthetic services from us or when you submit enquiries to us or contact us. Where possible, we will inform you what information you are required to provide to us and what information is optional.

We also collect information about you from other sources as explained below.

Medical Aid (Third party) submission on behalf of you, our client to recover funding based on the information you have provided us and in accordance with your specific request/instruction and need to recover funding on your behalf. In this regard it is specifically noted that you authorize us to submit ICD-10 coding to your medical aid (third party) which is diagnostic coding disclosing your health condition.

Website usage information is collected using “cookies” which allows us to collect standard internet visitor usage information.

## **3. How we use your information**

We will use your personal information only for the purposes for which it was collected or agreed with you, for example:

- To provide our services to you, to carry out the treatment you requested or needed as per diagnosis and to maintain our doctor – Patient Confidential relationship
- To confirm and verify your identity or to verify that you are an authorized user for security purposes.
- For the detection and prevention of fraud, crime, money laundering or other malpractice.
- To conduct market or customer satisfaction research or for statistical analysis.
- For audit and record keeping purposes.
- In connection with legal proceedings.

We will also use your personal information to comply with legal and regulatory requirements or industry codes to which we subscribe, or which apply to us, or when it is otherwise allowed by law.

#### **4. Disclosure of information**

We may disclose your personal information to our service providers who are involved in the delivery of services to you. We have agreements in place to ensure that they comply with these privacy terms. Such service providers include Dental Laboratories, Providers of Dental Components and Services Companies as well as Medical Aids Societies, Medical Aid Societies Administrators, Specialist Referrals, but are not limited to the above subject to the same conditions contained in this disclosure.

We may also disclose your information:

- Where we have a duty or a right to disclose in terms of law or industry codes.
- Where we believe it is necessary to protect our rights or the rights of clients related where the Law deem it needed.

#### **5. Information Security**

We are legally obliged to provide adequate protection for the personal information we hold and to stop unauthorized access and use of personal information. We will, on an ongoing basis, continue to review our security controls and related processes to ensure that your personal information is secure.

Our security policies and procedures cover:

- Physical security.
- Computer and network security.
- Access to personal information.
- Secure communications.
- Security in contracting out activities or functions.
- Retention and disposal of information.
- Acceptable usage of personal information.
- Governance and regulatory issues.
- Monitoring access and usage of private information.
- Investigating and reacting to security incidents.

When we contract with third parties, we impose appropriate security, privacy, and confidentiality obligations on them to ensure that personal information that we remain responsible for, is kept secure. We may need to transfer your personal information to another country for processing or storage. We will ensure that anyone to whom we pass your personal information agrees to treat your information with the same level of protection as we are obliged to.

## **6. Your Rights: Access to information**

You have the right to request a copy of the personal information we hold about you. To do this, simply **click on the PAPIA MANUAL** or **ask for a HARD COPY** to review your personal information or contact us at the numbers/addresses listed therein and specify what information you would like. We will take all reasonable steps to confirm your identity before providing details of your personal information.

Please note that any such access request may be subject to a payment of a legally allowable fee.

## **7. Correction of your information**

You have the right to ask us to update, correct or delete your personal information. You may do this by requesting such via the numbers/addresses listed to review and change your personal information or by contacting us at the numbers/addresses provided in the PAPIA MANUAL. We will take all reasonable steps to confirm your identity before making changes to personal information we may hold about you.

## **8. Changes to this Notice**

Please note that we may amend this Notice from time to time. Please check our website periodically to inform yourself of any changes.

## **9. How to contact us**

If you have questions about this Notice or believe we have not adhered to it, or need further information about our privacy practices or wish to give or withdraw consent, exercise preferences or access or correct your personal information, please contact us at the following numbers/addresses:

[admin@cradleaesthetics.com](mailto:admin@cradleaesthetics.com)

[info@cradleaesthetics.com](mailto:info@cradleaesthetics.com)

[dr@cradleaesthetics.com](mailto:dr@cradleaesthetics.com)

[wernerandrewnell@gmail.com](mailto:wernerandrewnell@gmail.com)

011-9563149