Privacy Policy

Dr Ken Ho Aesthetic Dentistry
Effective Date: April 2026

Dr Ken Ho Aesthetic Dentistry is operated by Ho Investments Pty Ltd as trustee for Ho Investment Trust (“we”, “us”, “our”).

We respect your privacy and are committed to protecting your personal information, including sensitive health information.

This Privacy Policy explains how we collect, hold, use, and disclose your personal information when you visit our website, contact us, submit an enquiry, request an appointment, or receive services from us.

1. Information We Collect

We may collect personal information including:

- Name
- Phone number
- Email address
- Address
- Date of birth
- Appointment details
- Treatment interests
- Billing and payment details
- Medical and dental information relevant to your care
- Clinical records (including notes, scans, photographs, radiographs, and treatment records)
- Records of communications with us
- Website usage data collected through forms, cookies, analytics tools, and similar technologies

2. How We Collect Information

We may collect your personal information when you:

- Visit our website
- Complete a contact, enquiry, or booking form
- Call, email, or message us
- Request information or an appointment
- Attend our practice
- Provide medical or dental history
- Interact with our website, booking systems, advertising forms, or communication platforms

We generally collect information directly from you. In some cases, we may also collect information from referring practitioners, healthcare providers, family members or guardians, laboratories, or other authorised persons as permitted by law.

3. Purpose of Collection, Use, and Disclosure

We may collect, hold, use, and disclose your information for purposes including:

- Responding to enquiries
- Scheduling and managing appointments
- Providing dental and related healthcare services
- Assessing treatment suitability
- Preparing treatment plans and maintaining clinical records
- Communicating with you about your care
- Processing payments and managing accounts
- Sending appointment reminders and administrative updates
- Managing aftercare and follow-ups
- Improving our website, systems, and services
- Complying with legal, regulatory, and professional obligations
- Sending educational or promotional communications (where consent has been provided)

4. Communications and Third-Party Providers

If you provide your contact details, we may contact you via phone, SMS, or email regarding your enquiry, appointments, treatment, aftercare, or other service-related matters.

We may engage trusted third-party providers for services such as:

- Website hosting
- Online forms and booking systems
- CRM and automation tools
- Email and SMS communications
- Practice management systems
- Payment processing

These providers may communicate with you on our behalf.

Where you have opted in, we may also send marketing or promotional content. You may opt out at any time via the unsubscribe link or by contacting us directly.

5. Disclosure of Personal Information

We may disclose your personal information where reasonably necessary to:

- Dentists, clinicians, and team members involved in your care
- Dental laboratories and imaging providers
- Referring practitioners and other healthcare providers
- Payment processors and software providers
- IT, hosting, CRM, booking, and communication providers
- Insurers and professional advisers (legal, accounting)
- Government bodies, regulators, courts, or law enforcement where required or authorised by law

We do not sell your personal information.

6. Overseas Disclosure

Some service providers may store or process information outside Australia via cloud-based systems.

Where this occurs, we take reasonable steps to ensure these providers maintain appropriate privacy and security standards.

7. Cookies and Analytics

Our website may use cookies, analytics tools, pixels, and similar technologies to:

- Understand website traffic
- Improve performance and user experience
- Support marketing activities

You may control cookies through your browser settings. However, disabling cookies may affect website functionality.

8. Storage and Security

We take reasonable steps to protect personal information from misuse, interference, loss, and unauthorised access, modification, or disclosure.

These measures include:

- Secure systems and storage
- Restricted access controls
- Password protection
- Staff training
- Administrative and technical safeguards

9. Access and Correction

You may request access to the personal information we hold about you and request corrections if it is inaccurate, incomplete, or outdated.

Requests can be made using the contact details below.

10. Complaints

If you have concerns about how your personal information has been handled, please contact us in writing. We will review and respond within a reasonable timeframe.

11. Updates to This Policy

We may update this Privacy Policy from time to time. The latest version published on our website will apply from the effective date shown.

12. Contact Us

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