

Parklane Radiology Privacy Policy

1. The following privacy policy sets out how we collect, store, use and process your personal information (“**Personal Information**”) (as defined in the Protection of Personal Information Act No. 4 of 2013 (“**POPIA**”). We update this policy from time to time, so kindly refer to it, once in a while. Should you wish to talk to us or ask any questions about this policy, then please contact us on telephone number: (011) 484 4642 and/or contact us via email at: june@plradiology.co.za

2. **Who We Are:**

Our full, registered name is **Parklane Radiology (Pty) Limited** Registration No: 2013/116063/07 a limited liability company incorporated in accordance with the applicable laws of South Africa trading in the name of *Parklane Radiology* (“**Parklane Radiology**”). Our registered address 11 Junction Avenue, Netcare Park Lane Clinic Parktown Gauteng 2149.

If you make contact with us, via phone/email/website/WhatsApp/any messaging service and/or any social media platform, and/or you are referred to us by any other doctor(s), your Personal Information is collected, used, processed and stored in accordance with this privacy policy and the applicable rules, as set out in POPIA.

3. **How to change the way Parklane Radiology contacts you:**

- 3.1 We will not contact you unless you have given us **your permission** to do so. However, if you'd like to change how you hear from us, or no longer want us to contact you at all, then please contact us telephonically on telephone number: (011) 484 4642 and speak to June Gaffley at Parklane Radiology or email us at: june@plradiology.co.za
- 3.2 If you tell us that you no longer want to hear from us, **please be aware** that we may **still need to contact you** for follow up doctors' appointments, administration issues, ward notes, medical information pertaining to your medical procedure(s), debt collection of outstanding monies owing to us, or to provide you with information you have requested.

4. **How does Parklane Radiology collect your Personal Information?**

- 4.1 **Directly from you:**

- **When you interact with us:** such as when you contact us via telephone, WhatsApp, any messenger service, email, our website, Facebook, Instagram and/or any of the social media platforms we make use of, attend an event organized by Parklane Radiology (or any of our affiliates).
- **When you visit our website(s):** we may gather information, such as which pages you visit or how long you spend reading a page. This data helps us to improve your on-line experience, for example by adding new features, or removing elements that make the website(s) easier for users/patients to navigate. We may also use data and insights derived from users/patients, to help inform the choice of words and images that appear on the site, in order to improve users/patients' response to our campaigns. You can find out more about how this works, in our **cookie policy**.

4.2 Indirectly from you:

- **When you interact with third parties** such as all local and foreign referring doctors, medical specialists, radiologists, radiology practices, pathologists, laboratories both locally and internationally and give your permission for your Personal Information to be shared with us. Similarly, if you engage with us on social media and messaging services including but not limited to Facebook, WhatsApp, Instagram, Linked-In, YouTube and/or Twitter etc., you may give us permission to access your Personal Information from those accounts. The data we are given access to by social media services varies however, **but** it should always be in line with the terms and conditions pertaining to **those** platforms' services.

5. What Personal Information does Parklane Radiology collect and what is it used for?

- 5.1 The Personal Information that is collected, processed and stored will depend on how you interact with us and which information you choose to supply. It is likely to include but is not limited to your name, contact number, identity number/date of birth, marital status, occupation, email address, postal address, physical address, contact preference, employer details, referring doctor(s), medical aid scheme details, medical aid number, referring doctor, your medical information, your medical history, your family medical history, your surgical history, questions relating to your HIV status, medication you are currently taking or have taken in the past, in order for us, to give you the appropriate, medical care and treatment.
- 5.2 We may also collect Personal Information about your feedback on the medical procedures that you have received from (i) specialist doctors referring you to us and (ii) the doctors at Parklane Radiology and/any actions you take, as part of any research or campaign for us, or events that you register for or participate in, and details from any interactions with our Team.
- 5.3 We will always only process and store your Personal Information within certain criteria, some examples of which are as follows:
- To keep an accurate medical record of yourself: (i.e. all medical and consent forms completed by yourself, all your blood test results, all your Covid test results, all radiological imaging pertaining to you, all your medical reports, ward notes, prescriptions for medication, quality of life assessments post procedures, HIV status, sick letters, etc.).
 - To contact you with a query or information you have requested.
 - To process your Personal Information and send it on to the Hospital where you are being admitted and having the applicable medical procedure(s) done.
 - To process your Personal Information and send it on to your Medical Aid for authorisation of your procedure(s).
 - To communicate with you about your medical procedure and appropriate treatment.
 - To let you know about our latest news, updates (if applicable) and share with you how we can offer further healthcare services to you in future. We'll only contact you if you've given us permission to do so. All communication is **voluntary** on your part, and you can notify us at any time, if you don't want us to contact you again or don't want us to retain your personal information, subject to the Health

Professions Council of South Africa (“**HPCSA**”) guidelines on retention of medical records and ethics.

- To analyse and improve our services, website(s) or information we provide to you.
- To measure the effectiveness of our communication with users/patients.
- To reach you and identify other similar people like you on social media who we believe would benefit from the healthcare provided by Parklane Radiology and to show them our content.
- To provide you with the services or information you have requested, or that we feel would be of interest to you, and reasonably expected by you.
- To analyse and report on trends in our users/patients’ behaviour, that helps us to understand our users/patients better, and predict future behaviour, so that we can engage with you in an appropriate and efficient way.
- To carry out the necessary administration services pertaining to yourself as a user/patient and collect payments from you (if applicable).
- To send you an email to check and see if there is any help we can give or any problems you encountered after a procedure or for example and/or when you enter information into an on-line form on our website and start but don’t complete it.
- To reach you with our latest news and information about how (i) we are perfecting our medical procedures and (ii) any new procedures Parklane Radiology is offering to patients, based on your visit to our website.

If you wish to change how we use your Personal Information, please contact us on Telephone No:(011) 484 4642 and/or email us at june@plradiology.co.za

6. Keeping Your Personal Information Safe

- 6.1 We make sure that appropriate controls are in place, to ensure that we take good care of your Personal Information, and we never share it with, or sell it to, any unrelated and unauthorised third parties.
- 6.2 However, the transmission of information over the Internet is never completely secure and as a result, while we strive to protect your Personal Information, **Parklane Radiology cannot guarantee the security of any information you transmit to us**, and you do so **at your own risk**. Once we receive your Personal Information, we make every effort to try to ensure its security by having strict technical and technological measures that accord with POPIA, in place.
- 6.3 All staff who have access to your Personal Information, understand the importance of:
- keeping your information safe and secure at all times.
 - strictly adhering to internal privacy and security policies.
 - ongoing training to support them, in keeping your Personal Information safe and secure at all times.

We cannot be held responsible for the privacy policies and practices of other websites, **even** if you access them by using links from our website(s) and we recommend, that you check the policy of each site that you visit.

7. Sharing of Personal Information

In order to give you the best healthcare and all related administrative services, we have to share your Personal Information with the applicable medical aids, hospitals, radiology practices, doctors, applicable medical specialists, pathologists, laboratories, partners, agents, service providers both locally and internationally and all authorised Operators (as defined in POPIA), to allow them to perform services on our behalf and/or to help us to get a better understanding of your needs as a patient. The aforesaid partners and/or Operators may only act under our written **authorised** instruction and will **not** use your Personal Information for their own purposes.

8. What are your rights?

8.1 You have the right(s) to:

- Request a copy of the Personal Information we hold about you, and to ask us to confirm how we use your Personal Information.
- Request that we correct the Personal Information we hold about you, if it's not accurate, complete and up to date.

8.2 Depending on why we have and use your Personal information, you may also have the following rights:

8.2.1 Ask us for the Personal Information we hold about you to be erased from our record (**subject however** to the Health Professions Council of South Africa (“**HPCSA**”) making it mandatory for **Parklane Radiology** to retain all your health records for a period of **6 (six) year from the date** that your Personal Information **becomes dormant**).

8.2.2 Withdraw consent for us to use your Personal Information to contact you.

8.2.3 You can contact us at any time on june@plradiology.co.za to request a copy of any of your Personal Information or to update your details, preferences, etc.

8.2.4 If you don't want to hear from us on social media, please refer to the instructions provided by the specific social media website or app, for example on [Facebook](#), [Twitter](#), [Instagram](#), and [Google](#).

8.3 We may disclose your Personal Information if required to do so by law or if we believe that such action is necessary to protect and defend the rights, property or personal safety of Dr Peter Schoub, Parklane Radiology (Pty) Limited, its directors, employees, our website(s), any patients and for any other lawful purpose(s).

9. Parklane Radiology & Cookies

Cookies are small text files that are placed on your device that help us improve our website(s) and that help provide you with the best experience when you visit our site(s) and when we communicate with you. They allow us to deliver Parklane Radiology news and health campaigns that may be relevant and of interest to you when you visit other websites. We may

use both 1st party and 3rd party cookies. 1st party cookies are set by Parklane Radiology_and 3rd party cookies are set by a partner on our behalf.

Cookies and similar technologies help us to:

- Personalise the website(s) to your requirements.
- Avoid asking you to register or complete details twice.
- Estimate the number of visitors to our site(s), including the source and patterns relating to this traffic.
- Understand how patients and visitors use the site, and how we can enhance this experience.
- Measure the effectiveness of our marketing communications, for example by telling us, if you have opened an email that we have sent you.
- Display relevant campaigns to you when you visit other websites.

Please refer to our on-line Cookie Policy. You are able to set your devices to accept all cookies, to choose the types of cookies you want to accept, to notify you when a cookie is issued, or not to receive cookies at any time. For instructions on how to do this, please visit <https://www.digitaltrends.com/computing/how-to-delete-cookies/>.Please