HORIZON PRO LABORATORIES

Privacy Policy

Last updated: August 2026

1. About this policy

Horizon Pro Laboratories is owned and operated by Horizon Pro Health Group Pty Ltd (“Horizon Pro Laboratories”, “we”, “us” or “our”).

We respect the privacy of dental practices, clinicians, patients, suppliers and visitors to our website. We manage personal information in accordance with the Privacy Act 1988 (Cth), the Australian Privacy Principles and other applicable privacy requirements.

This policy explains how we collect, hold, use, disclose and protect personal information through our laboratory services, client portal and website at horizonprolaboratories.com.au.

2. Information we may collect

The personal information we collect depends on how you interact with us and may include:

- Names, business details and contact information
- Dental practice and clinician information
- Account, invoicing, delivery and transaction information
- Enquiries, correspondence, feedback and complaint records
- Website usage information, including browser type, device information, IP address and pages visited
- Information submitted through our website, client portal, prescription forms or digital case-management systems

When manufacturing or supporting a dental appliance, we may also receive patient information from the treating dental practice, including:

- A patient's name, initials, identification number or date of birth
- Dental prescriptions and treatment instructions
- Dental and relevant health information
- Intraoral scans, impressions, models and bite registrations
- Clinical photographs, radiographs and digital design files
- Information necessary to design, manufacture, adjust or repair a dental appliance

Health information is sensitive information. We only collect and use it where reasonably necessary to provide our laboratory services or where otherwise permitted or required by law.

Where practical, dental practices should use a patient identification number or other limited identifier instead of providing information that is not necessary for the case.

3. How we collect information

We may collect personal information:

- Directly from you when you contact us, open an account, submit an enquiry or use our website
- From dental practices, dentists, dental prosthetists and other authorised healthcare professionals
- Through laboratory prescription forms, digital scans, clinical files and physical impressions
- Through our client portal, case-management systems and approved digital platforms
- From suppliers, contractors and service providers
- Automatically through cookies, analytics and similar website technologies

You may interact with us anonymously or using a pseudonym where practical. However, we may require identifying information when it is necessary to provide laboratory services, process an order, manage an account or comply with legal obligations.

4. Why we collect and use personal information

We may collect, hold, use and disclose personal information to:

- Receive, assess and fulfil laboratory prescriptions
- Design, manufacture, adjust, repair and deliver dental appliances
- Communicate with dental practices and clinicians about cases
- Provide technical advice and practical laboratory support
- Manage client accounts, quotations, invoicing, payments and deliveries
- Maintain quality assurance, traceability and regulatory records
- Respond to enquiries, feedback and complaints
- Improve our services, systems, website and client experience
- Maintain the security of our website, portal and information systems
- Meet our legal, professional, insurance and regulatory obligations
- Send relevant service updates or marketing communications where permitted

You may unsubscribe from marketing communications at any time by using the unsubscribe option provided or contacting us directly.

We do not sell personal information.

5. Disclosure of personal information

We may disclose personal information where reasonably necessary to:

- The treating dental practice or authorised healthcare professional
- Our employees, dental technicians, dental prosthetists and authorised contractors
- Couriers, delivery providers and logistics partners
- Technology, cloud-storage, website, communications and case-management providers
- Professional advisers, insurers, auditors and regulatory bodies
- Law-enforcement agencies or government authorities where required or authorised by law

We take reasonable steps to ensure that service providers handling personal information on our behalf maintain appropriate confidentiality, privacy and security safeguards.

6. Overseas storage and disclosure

Some technology and cloud-service providers used by us may store or process information outside Australia, including in the United States and other jurisdictions in which those providers operate.

Where personal information is disclosed to an overseas recipient, we take reasonable steps to ensure it is handled consistently with applicable Australian privacy requirements. However, privacy protections in other countries may differ from those applying in Australia.

7. Website information and cookies

Our website may use cookies, analytics services and similar technologies to understand website traffic, improve functionality, maintain security and provide more relevant content.

Information collected may include:

- IP address and approximate location
- Browser, operating system and device type
- Pages visited and time spent on the website
- Referring website address
- Interactions with website forms and features

You can adjust your browser settings to restrict or refuse cookies. Some website features may not function correctly if cookies are disabled.

Our website may also use security services, such as CAPTCHA technology, to protect forms from spam and misuse.

8. Protecting personal information

We take reasonable administrative, physical and technical measures to protect personal information from misuse, interference, loss and unauthorised access, modification or disclosure.

These measures may include:

- Access controls and user authentication
- Secure digital systems and cloud platforms
- Staff confidentiality and privacy procedures
- Secure storage and disposal practices
- System monitoring, backups and security updates
- Limiting access to information according to operational need

No method of electronic transmission or storage is completely secure. If a data breach occurs, we will assess and respond to it in accordance with applicable legal requirements.

9. Retention of information

We retain personal information only for as long as reasonably necessary to provide our services, maintain appropriate business and laboratory records, resolve disputes and comply with legal, insurance and regulatory obligations.

When information is no longer required, we take reasonable steps to securely destroy or permanently de-identify it, unless the law requires us to retain it.

10. Accessing or correcting your information

You may request access to personal information we hold about you or ask us to correct information that is inaccurate, incomplete, out of date or misleading.

Requests can be submitted using the contact details below. We may need to verify your identity before responding.

In some circumstances, particularly where patient information was provided by a treating dental practice, we may need to consult with or refer the request to that practice.

We will respond within a reasonable period. We will not charge for making a request, although a reasonable administrative fee may apply in limited circumstances when providing access. If we cannot fulfil a request, we will explain the reason where required by law.

11. Privacy enquiries and complaints

If you have a question or complaint about how we have handled personal information, please contact us using the details below.

Please provide enough information for us to understand and investigate the matter. We will acknowledge the complaint and aim to respond within 30 days.

If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner through oaic.gov.au.

12. Third-party websites

Our website may contain links to external websites or services. We are not responsible for the privacy practices, security or content of third-party websites. We recommend reviewing their privacy policies before providing personal information.

13. Changes to this policy

We may update this Privacy Policy to reflect changes to our operations, technology, service providers or legal obligations.

The current version will be published on our website with the date it was last updated. Continued use of our website or services after an update will be subject to the revised policy.

14. Contact us

Privacy Officer

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