

PRIVACY POLICY / POPIA NOTICE

Privacy Policy – Dermaporium by Dr Ruan de Jager

Last updated: Friday, 21 August 2026

Dermaporium by Dr Ruan de Jager ("we", "us", "our") respects your privacy and is committed to protecting your personal information in accordance with applicable South African legislation, including the Protection of Personal Information Act 4 of 2013 ("POPIA").

This Privacy Policy explains how we collect, use, store and protect personal information when you visit our website, contact our practice or make use of our services.

1. Who we are

Practice: Dermaporium

Practitioner: Dr Ruan de Jager

Practice number: 1325140

Physical address: Shop 66C, Eden on the Bay, Beach Estate Blvd, Bloubergstrand, Cape Town, 7441

Telephone: 087 135 7301

Email: info@dermaporium.co.za

Website: www.dermaporium.co.za

Our Information Officer is (head of the practice):

Name: Linde Roome

Email: info@dermaporium.co.za

Telephone: 0871357301

2. Information we may collect

Depending on how you interact with us, we may collect information including:

- Your name and surname
- Contact details
- Email address
- Telephone/mobile number
- Date of birth
- Appointment information
- Medical and health information where required for the provision of healthcare
- Information submitted through website enquiry or appointment forms
- Billing and payment information where applicable

- Correspondence and communications with the practice
- Technical information such as IP address, browser type and device information
- Website usage information collected through cookies or analytics tools

Health information is treated as particularly sensitive personal information and will be handled with appropriate confidentiality and safeguards.

3. How we collect information

We may collect information when you:

- Complete an enquiry form on our website
- Request an appointment
- Contact the practice by telephone, email or other communication channels
- Become a patient of the practice
- Provide information during a consultation
- Subscribe to communications or newsletters, where applicable
- Browse or interact with our website

We will generally collect information directly from you, unless applicable law permits or requires us to obtain information from another source.

4. Why we use your information

We may use your personal information to:

- Respond to enquiries
- Arrange and manage appointments
- Provide healthcare services
- Maintain patient and medical records
- Communicate with you regarding your treatment or appointments
- Process payments and accounts
- Meet legal and regulatory obligations
- Protect the security of our practice, website and systems
- Improve our website and services
- Send marketing communications where permitted and where appropriate consent has been obtained
- Deal with complaints, legal matters or regulatory requirements

We will not use your personal information for purposes that are incompatible with the purpose for which it was collected, unless permitted by law.

5. Medical information and confidentiality

Information relating to your health and medical treatment is confidential.

We will take reasonable steps to protect patient information from unauthorised access, loss, misuse, disclosure or alteration.

Information may only be disclosed where appropriate and lawful, including where:

- You have provided the necessary consent;
- Disclosure is necessary for the provision of healthcare;
- Disclosure is required or permitted by law;
- Disclosure is necessary to protect a legitimate interest recognised by law; or
- Disclosure is otherwise permitted under applicable legislation or professional requirements.

6. Website forms

If you submit information through a website form, that information may be transmitted to the practice and/or our website service providers.

Important: Unless specifically designed and secured for this purpose, website enquiry forms should **not be used to submit detailed medical histories, photographs, diagnoses, prescriptions or other highly sensitive medical information.**

For medical information, please contact the practice directly using the approved communication channel.

7. Third-party service providers

We may use trusted third-party service providers to assist with:

- Website hosting
- Website maintenance
- Email
- Appointment management
- Online forms
- Analytics
- Payment processing
- IT and security services

Where third parties process personal information on our behalf, we will take reasonable steps to ensure that appropriate confidentiality and security obligations apply.

8. Cookies

Our website may use cookies and similar technologies to improve functionality, understand website usage and/or support website analytics.

You can adjust your browser settings to manage or disable cookies. Disabling certain cookies may affect the functionality of the website.

[INSERT DETAILS OF GOOGLE ANALYTICS / META PIXEL / OTHER TRACKING IF USED.]

9. Marketing

Where applicable, we may send information about services, educational content or practice updates.

Where required by law, we will obtain the appropriate consent before sending direct marketing communications.

You may request that we stop sending marketing communications to you.

10. Security

We take reasonable technical and organisational measures to protect personal information in our possession or under our control.

These measures may include access controls, secure passwords, encryption where appropriate, malware protection, backups, secure hosting and other appropriate security measures.

However, no electronic transmission or storage system can be guaranteed to be completely secure.

11. Retention of information

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, or for as long as required by applicable law, professional requirements or legitimate business purposes.

Medical records may be subject to specific retention requirements applicable to healthcare practitioners.

12. Your rights

Subject to applicable law, you may have rights to:

- Request access to personal information we hold about you
- Request correction or updating of inaccurate information
- Request deletion of information where legally permissible
- Object to certain processing
- Withdraw consent where processing is based on consent
- Lodge a complaint regarding the processing of your personal information

Requests should be directed to:

Information Officer: Linde Roome

Email: info@dermaporium.co.za

Telephone: 0871357301

Requests may be subject to applicable legal requirements and verification of identity.

13. Complaints

If you have concerns about how we process your personal information, please contact our Information Officer first.

You may also have the right to lodge a complaint with the Information Regulator of South Africa.

[Information Regulator of South Africa](#)

14. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology or applicable legislation.

The latest version will be published on this website.