

Consent to Use De-identified Clinical Photos

Clinical and before-and-after images, shared without your name or face, with all reasonable care taken to protect your identity.

Grange Road Dental, Shop 5/92 Grange Rd, Ipswich QLD 4305

— WHAT THIS IS

As part of your care we may take clinical photographs – for example close-up photos of your teeth, or before-and-after images of treatment. These help us plan and record your care. With your permission, we would also like to use some of these images to educate and inform others, on our social media, website and in the practice. We would only ever do this **anonymously**.

— WHAT “ANONYMOUSLY” MEANS HERE

Before we use any image, we take all reasonable steps to remove anything that could identify you – no name, no face, no obvious identifying features – and we strip hidden photo data such as location tags. We show only the teeth or the area treated. We take great care, but we **cannot absolutely guarantee** that you could never be recognised from a clinical image. We will always describe images honestly and never in a way that misleads.

— WHAT YOU ARE HAPPY FOR US TO USE (TICK ANY)

- | | |
|---|---|
| ☐ Close-up (intraoral) photos of my teeth or mouth | ☐ Before-and-after images of my treatment |
| ☐ Short video of the treatment area (no face) | ☐ Use in patient education and printed materials |

— WHERE WE MAY USE IT (TICK ANY)

- | | |
|--|--|
| ☐ Our social media (Facebook, Instagram, TikTok, YouTube, LinkedIn) | ☐ Our Google Business Profile |
| ☐ Our website | ☐ Printed materials in the practice |

This consent covers images taken on / for: _____

— IMPORTANT THINGS TO UNDERSTAND

- Every mouth is different. Any before-and-after image shows **one person's actual result and is not a promise or guarantee** of the result you or anyone else would get. When we publish one, we will make clear that results vary from person to person and explain the treatment shown, in line with the Dental Board of Australia and AHPRA advertising guidelines.
- These images are shared for **education only**. They are not a personal recommendation or endorsement of treatment.
- Some places we post store information **overseas** (mainly the United States) under their own terms and laws. Once an image is public, others may see, share or save it, and we cannot always recover every copy.
- Giving or refusing consent **will not affect your treatment, your care, or your relationship with the practice** in any way. You are not paid for this. It is entirely your choice, and you can ask to see and approve an image before we publish it.
- We will not sell your images or pass them to an unrelated third party.

— CHANGING YOUR MIND & YOUR PRIVACY

This consent stays in place until you withdraw it, which you can do at any time in person, by phone or in writing. We will then stop using your images in anything new and remove them from material we control as soon as we reasonably can, though copies already shared publicly may not be recoverable. Clinical images are health information, handled under the Privacy Act 1988 (Cth) and the Australian Privacy Principles. You can read our privacy policy or ask for a copy, and contact the Office of the Australian Information Commissioner (oaic.gov.au) about any privacy concern. We store signed forms securely and will give you a copy of this form.

PATIENT NAME

SIGNATURE

DATE

PARENT / GUARDIAN (IF UNDER 18, OR SIGNING
FOR SOMEONE WHO CANNOT CONSENT)

SIGNATURE

DATE

CLINICIAN / TEAM MEMBER

DATE