

# Patient Concierge — Privacy Policy

**Effective Date:** March 6th 2026

Patient Concierge (“we,” “us,” or “our”) operates [www.patientconcierge.ca](http://www.patientconcierge.ca) and provides a patient research and clinic-matching platform designed to connect individuals seeking cosmetic dental treatment with qualified clinics (the “Services”).

We are a Canadian, woman-owned business based in **Vancouver, British Columbia**.

This Privacy Policy explains how we **collect, use, disclose, store, and protect personal information** when individuals use our website, submit consultation requests, create accounts, upload photos, or otherwise interact with our Services.

We operate in compliance with applicable Canadian privacy laws, including:

- **Personal Information Protection and Electronic Documents Act (PIPEDA)**
- Applicable **provincial privacy legislation**

By using our website or Services, you consent to the collection, use, and disclosure of your information as described in this Privacy Policy.

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## 1. Who This Policy Applies To

This Privacy Policy applies to:

- Individuals submitting consultation requests or intake forms through Patient Concierge
- Users creating accounts on the Patient Concierge platform
- Website visitors interacting with our site or services
- Individuals communicating with Patient Concierge

The Services are intended for **individuals who are 18 years of age or older**, or individuals using the Services with the permission of a parent or legal guardian.

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## **2. Information We Collect**

We may collect the following categories of information.

### **2.1 Contact Information**

- Name
- Email address
- Phone number

### **2.2 Consultation Information**

Information provided during the intake or consultation process, including:

- Treatment interests
- Cosmetic goals
- Budget range
- Treatment timeline
- Location preferences
- Consultation responses

### **2.3 Photo Uploads**

Users may upload photographs of their teeth or smile to help clinics evaluate potential treatment options.

These images may contain personal or biometric characteristics related to dental structure.

### **2.4 Account Information**

If you create an account, we may collect:

- Login credentials
- Account preferences
- Communication preferences

## **2.5 Communication Data**

We may retain records of communications including:

- messages submitted through intake forms
- support requests
- follow-up communications

## **2.6 Technical and Usage Data**

When you access our website, we may collect certain technical information including:

- device type
- browser type
- IP address
- pages visited
- time spent on the website
- interaction with platform features

## **2.7 Cookies and Analytics**

We use cookies and similar technologies to improve site performance and understand user behavior.

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# **3. How We Use Personal Information**

We collect and use personal information for the following purposes:

## **3.1 Operating the Platform**

To operate, maintain, and improve the Patient Concierge platform.

## **3.2 Matching Patients With Clinics**

Information submitted through the intake process may be analyzed to help identify clinics that may be suitable for consultation.

### **3.3 Communication**

To contact users regarding:

- intake submissions
- consultation opportunities
- follow-up questions
- service updates

### **3.4 AI-Assisted Evaluation**

Certain information submitted through the intake process may be reviewed using automated systems or artificial intelligence tools to assist in identifying appropriate clinic matches.

### **3.5 Platform Administration**

To:

- manage user accounts
- monitor platform usage
- maintain system performance
- detect fraud or misuse

### **3.6 Legal Compliance**

To comply with legal obligations, regulatory requirements, or lawful requests from authorities.

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## **4. How Information Is Shared**

We do **not** sell personal information.

Personal information may be shared in the following situations.

## **4.1 Clinic Matching**

When a consultation request is submitted, relevant information may be shared with selected clinics for the purpose of evaluating whether they can offer a consultation.

Information shared may include:

- consultation responses
- photos
- treatment goals
- contact details

Once a clinic receives this information, the clinic becomes responsible for handling the information in accordance with its own privacy policies and applicable laws.

## **4.2 Service Providers**

We may share information with trusted third-party service providers that support platform operations, such as:

- website hosting providers
- analytics services
- communications platforms
- cloud storage services

These providers are required to maintain appropriate privacy protections.

## **4.3 Legal Requirements**

Information may be disclosed when required by law, court order, or regulatory request.

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# **5. Consent**

We collect, use, and disclose personal information with the knowledge and consent of users.

Consent may be obtained when you:

- submit an intake form
- create an account
- upload photos
- communicate with Patient Concierge

You may withdraw consent at any time, subject to legal or contractual restrictions.

Withdrawing consent may limit our ability to provide the Services.

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## 6. Data Storage and International Transfers

Personal information may be stored or processed on servers located in **Canada or other jurisdictions** where our service providers operate.

When information is transferred outside Canada, it may be subject to the laws of the jurisdiction in which it is processed.

We take reasonable steps to ensure appropriate safeguards are in place for such transfers.

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## 7. Data Security

We implement administrative, technical, and organizational safeguards designed to protect personal information from:

- unauthorized access
- disclosure
- alteration
- loss or misuse

Security measures may include:

- encrypted connections

- restricted system access
- internal access controls

While we take reasonable precautions, no method of electronic storage or transmission is completely secure.

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## 8. Data Retention

Personal information is retained only for as long as necessary to:

- fulfill the purposes outlined in this Privacy Policy
- comply with legal or regulatory requirements
- resolve disputes or enforce agreements

When information is no longer required, it may be securely deleted or anonymized.

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## 9. Your Privacy Rights

Under Canadian privacy law, individuals may request:

- access to their personal information
- correction of inaccurate information
- withdrawal of consent for certain uses
- deletion of personal data where appropriate

Requests may be submitted using the contact information provided below.

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## 10. Cookies and Tracking Technologies

Our website may use cookies and analytics tools to:

- understand website performance
- measure user engagement
- improve platform functionality

Users may disable cookies through their browser settings, although some features of the site may not function properly.

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## 11. Third-Party Websites

The Patient Concierge platform may contain links to external websites operated by clinics or third parties.

We are not responsible for the privacy practices or content of third-party websites.

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## 12. Updates to This Privacy Policy

We may update this Privacy Policy from time to time to reflect operational, legal, or regulatory changes.

The updated version will be posted on our website with a revised effective date.

Continued use of the Services after changes indicates acceptance of the updated policy.

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## 13. Contact and Privacy Inquiries

Questions, requests, or privacy concerns may be directed to:

**Patient Concierge**

Vancouver, British Columbia, Canada

Email: [hello@patientconcierge.ca](mailto:hello@patientconcierge.ca)

If you believe your privacy rights have been violated, you may also contact:

