



Every business needs data privacy!

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CASE STUDY

Dental Tourist

www.dentaltourist.eu

“When we started working with Dental Tourist, we immediately knew that the biggest challenge will be the fact that they are working with healthcare providers and that, potentially, they could end up handling, transmitting and storing some very sensitive personal data.”

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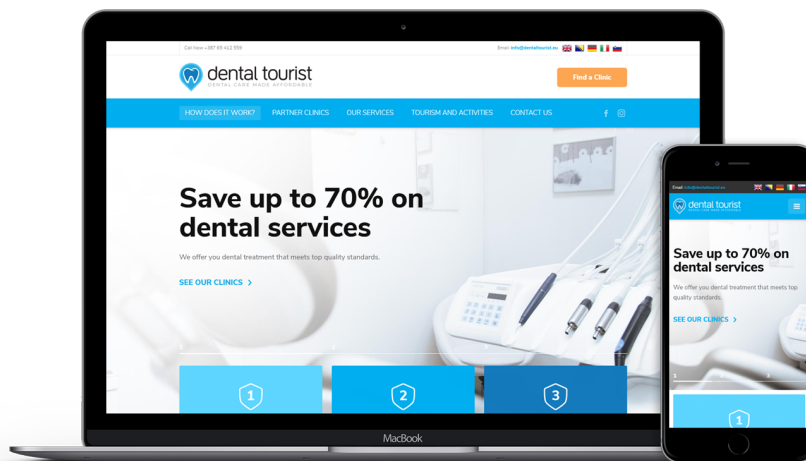
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Who?

Dental Tourist is a small startup that aims to provide affordable dental care to residents of Western Europe and North America through dental tourism. The company brings residents of states where dental care can be incredibly expensive to Bosnia and Herzegovina and combines their dental treatments at state-of-the-art clinics with a vacation. Their main pitch is the fact that often it costs less to buy a return flight to Bosnia, stay there for 2-3 weeks and pay for private dental treatments than getting dental care in the United States, Canada or an EU country. It's a small startup with no more than 5 employees.



Dental Tourist's set up is pretty simple: it's a website where potential patients can find a clinic and then email Dental Tourist, expressing their interest. Dental Tourist will then contact the clinic and start the process of setting up a schedule between the clinic and patient. In simple terms, Dental Tourist is a marketing platform where dental clinics can showcase their work to customers outside of Bosnia and Herzegovina, and the company is the middleman.

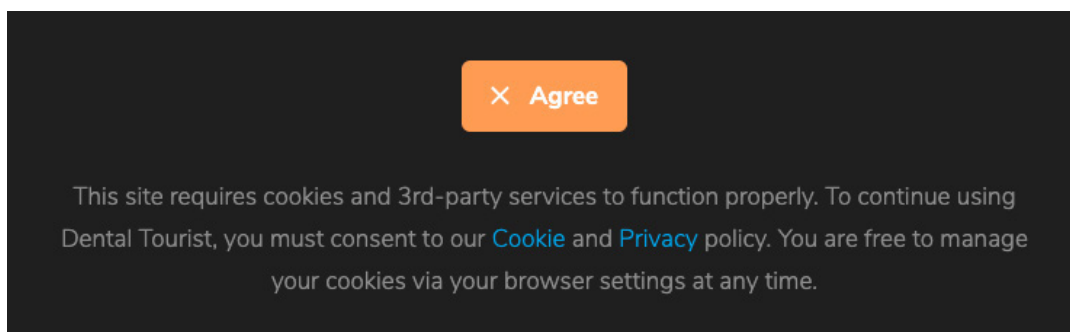
What had to be done?

The company wanted to ensure that they are in line with the GDPR and also best cyber security practices. As a new company, they needed to put in place sustainable processes that would keep their growing business and customers safe.

Requirements

Dental Tourist required:

- a review of their data flow;
- a privacy impact assessment;
- an audit of tools that were being used and 3rd party services (Google Analytics, email provider, Mailchimp and other similar productivity and marketing tools);
- data sharing processes;
- an appropriate privacy and cookie policy for their website.



Why is the Dental Tourist case interesting?

When we started working with Dental Tourist, we immediately knew that the biggest challenge will be the fact that they are working with healthcare providers and that, potentially, they could end up handling, transmitting and storing some very sensitive personal data.

There was a chance that they would be collecting and sharing personal health information of potential patients with their partner clinics which, when combined with personal information such as a full name, email address, phone number and physical address, poses a massive privacy risk. Dental Tourist only has a few staff members, so they couldn't rely on an in-house IT, legal, privacy or tech risk team to check their work at different stages. They needed us to help them put in place simple and safe processes, in addition to developing the policies they required.



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“We provide businesses with affordable data privacy and cyber security consulting.”

How did we help them?

It was the most important to ensure that Dental Tourist was not exposing itself to more responsibility and liability by handling more data than necessary. We helped them assess their business model and identified what customer and employee data is vital to maintaining it. Through this process we realized that data minimization is the best strategy and we advised them to adjust their business processes accordingly.

“It was vital to ensure that the company was not exposing itself to more liability and regulatory oversight by handling more sensitive data than necessary. We lowered their exposure through data minimization.”

As a result, Dental Tourist narrowed down its model to only facilitating initial contact between the clinics and potential patients, which is exactly what was sustainable for their company and team. This way, they would only be in charge of passing on basic contact information to the clinics and would only ever be storing, transmitting and handling the minimum amount of personally identifiable information (PII).

Initially, the company strived to position itself as the broker between the dental offices and patients for as long as possible, but once it became clear that health information and other personal data patients tend to share with dentists exposed the company to more regulatory oversight than they could afford they had to simplify their data flow.

The main goal was to emphasize that Dental Tourist does not process or store health-related information, and we provided them with the necessary disclaimers and content that would discourage potential clients from sharing it with them, in addition to educating company employees on what actions should be taken in case a patient shared sensitive data inadvertently.

As a small startup Dental Tourist relied heavily on vendor solutions and 3rd party software. Data privacy and compliance can only be achieved when proper cyber security controls are in place to guarantee the safety of that information, and for Dental Tourist we completed an audit of their vendors. Due to some of the vendors not demonstrating a satisfactory level of cyber security awareness and compliance to applicable data privacy regulation, we worked with the Dental Tourist team to find appropriate alternatives and helped them deploy and become comfortable with more secure and privacy focused 3rd party services.

How we can help **your** business?

GDPR COMPLIANCE

Still unsure if you're GDPR compliant?

Contact us and request a free assessment!

DATA PRIVACY

Do you know which privacy regulation applies to you?

We can help you with all the due diligence.

CYBER SECURITY

Your customer, employee and business data is the DNA of your company. Are you keeping it safe?

DIGITAL TRANSFORMATION

Transform into a tech-enabled organization at a pace and price that suits your resources and capabilities.



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DATA PRIVACY AGENCY

Get advice and guidance tailored to your resources and business needs!

Cybersecurity can seem overwhelming to a business of any size. We are here to worry about your security and privacy practices, while you focus on your work.



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Reach out to us and request a free assessment of your processes!

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