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**Presentation Date: Thursday 10 May 2018 9:00 AM - 10:00 AM & 2:00 PM - 3:00 PM**

**Venue SMX CONVENTION CENTER MANILA Function Rooms 1 & 2**

**Presentation Title: LEGAL ISSUES IN THE PRACTICE OF DENTISTRY IN THE AGE OF SOCIAL MEDIA**

Social media can be an important tool in the practice of any profession, including the dentistry profession. However, while social media is not specifically mentioned in the Code of Ethics for Dentists, Dental Hygienists and Dental Technologists, it may be argued that its use in the dentistry profession is covered by the said Code of Ethics, especially the provisions on advertising and announcements. Further, with the enactment of the Data Privacy Act, which requires entities involved in the processing of personal data to comply with the personal data processing principles and standards of personal data privacy and security laid out in the Act, dental practitioners must be cautious about disclosing any information about their patients on social media. In this presentation, we will discuss the legal issues in the use of social media in the practice of dentistry in light of the Code of Ethics and the Data Privacy Act. We will also discuss how personal data of patients should be collected and processed, including the technical requirements for Data Privacy Act-compliant data processing systems.