

# Privacy Policy

RIVER TREE HEALTH



## RIVER TREE HEALTH FAMILY MEDICAL

### General

River Tree Health Pty Ltd ABN 86 164 496 971 trading as River Tree Health (referred to in this document as we, our or us) understand how important your privacy is, so we are committed to protecting your personal information. We maintain the security of your personal information at all times so you can feel confident accessing our services. This policy details the collection, disclosure, use and management of personal information about you. It also explains the collection, use and disclosure of de-identified data collected through our online resources.

This policy is governed by The Privacy Act 1988, and the 2014 revised Australian Privacy Principles.

### Collection

#### *Types of information collected*

We collect and store personal information that includes, but is not limited to, sensitive information regarding your health and personal details. This information can identify you and will be used to provide you with the medical services you require. This information is not shared without your prior consent.

De-identified information is collected from visitors to our website and our social media platforms. This is statistical information of online users such as age, your regional location and interests, and is unable to identify you.

#### *Purpose of collection*

The personal information we collect is completely dependent on your interactions with the various River Tree Health staff members and the services you utilise with us. The core need for collecting and storing your information is for the purpose of:

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- Providing you or the person you care for with necessary services,
- Providing you with information about other services we or associated entities can offer, which may be a benefit or of interest to you.
- Improving our services and practice operations to better meet your needs
- Fulfilling our obligations as medical service providers and supplying an efficient, effective medical service for you or those you care for.
- Online statistics and user information are collected to understand the use of our websites, and valued content so we can provide you with an efficient and informative online experience (opt-out information is included below).

## *Method of collection*

Your personal information is collected through your interactions with us, including our forms or any enquiries you make via email, telephone or online. Any of your test results forwarded to us are also collected and added to your file to ensure we have a complete picture to provide you with the best possible service.

In terms of online information, we are utilising Google Analytics cookies and the DoubleClick cookie to collect de-identified user data. This is used to understand who is visiting our website so we can analyse performance and improve the content, and to assist us with our online promotions and remarketing. None of the cookies we use collect personally identifiable information. The cookies help Google and Google partners to display our online ads across the internet and serve ads based on a user's past visit to our website.

You can opt out of Google's use of cookies by visiting the ad settings of your Google account. You can also remove any user information Google has already collected. Your Google account also has ad settings which determine what sort of ads you see on the Google Display Network. You can change these settings and opt-out of display advertising if you wish. The following link will lead you to the opt-out plug-in, and additional links to your ad settings.<https://www.google.com/settings/ads/plugin>

You are also able to opt out interest based online advertising through the Network Advertising Initiative here <http://www.networkadvertising.org/> simply follow the opt-out prompts.

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\*Please note, our website also contains links to other websites. We are not responsible for the privacy policies of those linked sites and the linked sites are not subject to our privacy policy.

## Use and Disclosure

The use of your personal information is generally limited for the purposes disclosed above. Other cases we may disclose your information include:

- Securely sending them to other health professionals if required for your care; providing you have been informed/authorised the transfer, and
- In the event of an emergency involving you and your nominated next of kin or, the emergency services require them for your care.

## Access

Access to client records and personal information is restricted to those who have a need to know and authorisation. This includes you (should you make a written request for your own records), and your authorised persons.

“Authorised persons” refers to the treating Practitioner, or other persons nominated by the Practitioner or client to receive such information. River Tree Health is an integrative medical practice that values the benefits of collaborative practitioners from multiple disciplines, this helps inform the treating Practitioner of other avenues of treatment that may be applicable to our clients. In these cases, the Practitioner will not share your personal details unless discussed with you first and your prior consent is given.

Enquiries from any other person are to be referred to the Practitioner or Practice Manager for an appropriate response.

If at any time you believe your personal information is inaccurate, incomplete or out of date, please notify us immediately. We will take reasonable actions to correct the information.

Please note that under no circumstance is client information of any kind released over the internet (this includes Facebook, email or via our website). Due to the Privacy Act, we are also unable to provide medical results over the phone. You will be required to make a

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follow-up appointment with your doctor once you have been notified of the availability of the results.

In terms of your online user information, we cannot identify you by the user statistics collected through the Google cookies, nor access your personal user information. This user profile is held by Google and subject to Google's privacy policy. You can access it for yourself by logging into your Google account and viewing the settings.

## Security

To maintain our commitment to your privacy, we store your information securely, regardless of its format. As we collect information in both paper and electronic form, we employ electronic and physical security measures. We take all possible measures to ensure your personal information is stored safely and protected from misuse, loss, unauthorised access, modification or disclosure.

You can be confident that we will take great care of you.

## Feedback

If you have questions or concerns about our privacy policy or our personal information management system, we would be happy to answer them for you.

For any website related queries and information regarding our use of cookies please email our Managing Director: [director@rivertreehealth.com.au](mailto:director@rivertreehealth.com.au).

River Tree Health strives to provide a high level service for our clients. If you have any suggestions or complaints, please contact our Managing Director, Dr. Michelle Vickers: [director@rivertreehealth.com.au](mailto:director@rivertreehealth.com.au). Michelle will personally address any concerns you may have and take appropriate action where necessary.

## Additional Contact Details

Address: South Tower, Ground Floor, 10 Browning Street, West End, QLD 4101

Phone: 07 2101 3575

Fax: 07 2101 3574

Email general enquiries: [info@rivertreehealth.com.au](mailto:info@rivertreehealth.com.au)

## More Information

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For more information, visit the website of the Office of the Australian Information Commissioner. You will be able to access a range of general and health related privacy information here <http://www.oaic.gov.au/>

Policy updated: 15th August 2017