

# Lively Feet

## PRIVACY POLICY

*Updated May 2022*

### **Our commitment to your privacy**

This policy sets out how Lively Feet (we) collect, hold and disclose personal information. We take privacy seriously and are committed to complying with the Australian Privacy Principles in the Privacy Act 1988 (Cth).

As a patient of our clinic, we require you to provide us with your personal details and full medical history, so that we may properly assess, diagnose, treat and be proactive in your health care needs.

We understand that information regarding your health is personal. This privacy policy will ensure that your personal and health information is maintained with the utmost care for security, accuracy and confidentiality.

Lively Feet's Privacy Policy outlines:

1. how we collect, use, disclose and store your information
2. how you can ask what information we have, request access to, advise corrections and make changes to your personal information
3. how you may complain about a breach of privacy and how we will deal with any complaints.

### **How we collect personal information**

We collect personal information direct from you, when you:

- first present to our podiatry clinic and you complete a new patient registration form,
- communicate with us by letter, telephone, email or fax,
- give us a business card,
- subscribe to our publications,
- register for or attends our events, or
- submit information through our websites, blogs or other social media outlets.

We may also collect personal information from:

- your family or friends who accompany you to appointments, or who contact us on your behalf, and
- from another health practitioner who refers you as a patient to us or who provides us with specialist or other medical reports.

## **What personal information do we collect?**

Lively Feet may hold the following information about you:

- Name, address, telephone number(s)
- Date of birth
- Email address
- Occupation
- Historical and current health information
- General Practitioner
- Referring Doctor
- Transaction details associated with services we have provided to you
- Additional information provided to us by you
- Information you have provided to us via client surveys

When we collect personal information from you, we will:

- only collect the information that is necessary
- advise you for the purpose for which your personal information is collected
- destroy your data after its legal obligations to retain the information has expired.

Should you choose not to provide the necessary information, we will advise you on how this may affect your ongoing treatment.

## **Cookies**

We may ask other people to analyse traffic on our websites, blogs and other social media outlets and they may use cookies to do so. Cookies are small text files that are transferred to a user's hard drive by a website for the purpose of collecting information about a user's identity, browser type or website visiting patterns.

## **Dealing with us anonymously**

You have the right to deal with us anonymously or under a pseudonym unless it is impracticable for us to do so or unless we are required or authorised by law to only deal with identified individuals.

## Use & disclosure of health information

We will only collect information to:

- Provide you with podiatry services
- Enable the administration and running of our practice
- Disclose to other podiatrists in the practice for patient care and teaching
- Disclose to others involved in your healthcare, including treating doctors and specialists outside this practice. This may occur through
  - referral to other doctors/health practitioners
  - referral for medical tests
  - reports or results sent between treating clinicians
  - disclosure to health practitioners in the event of a medical emergency
- Communicate with you regarding your health care and management
- Complete any insurance or compensation claim
- Comply with any legislative or regulatory requirements.

Lively Feet will only disclose personal information in accordance with the Privacy Act. This means that personal information may be disclosed:

- For the purposes for which we have advised that we are collecting it, and for related purposes that you would reasonably expect
- Where we have the consent by you to do so
- As required by law, or
- Under other circumstances where permitted under the Act.

## Who else can access this information?

Our contractors and other third parties may have access to some personal information we hold while assisting us to carry on our practice.

For example, contractors may provide locum podiatry or reception support to our practice.

Third party contractors may also distribute some of our publications and develop and maintain our computer systems, electronic records, websites, blogs and other social media outlets.

Our auditors, insurers and legal and other professional advisers may also access personal information we hold to assist us in protecting our interests, and to ensure that we comply with our obligations.

## **Communication preferences**

Our podiatrists and administration team use SMS and email to remind you about your appointments and follow up on your progress.

We use these tools as they are practical and enhance the care we provide.

We will not disclose confidential information in these communications without your prior consent.

You may contact Lively Feet to request to “opt -out” from receiving any communication tools or product offers.

This can be done by telephoning the office on 08 8278 4100.

## **Use and disclosure for direct marketing**

We will only use an individual’s personal information to market our services or products or to send invitations to events where that individual has consented to us doing so.

In such cases we will regularly give that individual an opportunity to withdraw that consent and will not use that information for those purposes after that consent is withdrawn.

## **Access to personal information**

You may access your personal information upon request by writing to The Director at Lively Feet.

However, we may occasionally need to deny access to information in accordance with the exemptions contained in the Act.

## **Storage and security of information**

We take reasonable steps to protect the personal information we hold from misuse and loss and from unauthorised access, modification or disclosure. We store hard copies of this information in access controlled premises, and digital versions on secure servers. We require all persons authorised to access digital information to use logins and passwords to access such information.

We require all our employees and contractors to whom we disclose personal information or whom may have access to personal information we collect, to keep such personal information private and to protect such personal information from misuse and loss and from unauthorised access, modification or disclosure.

Unless we are prevented from doing so by law, we de-identify or destroy securely all personal information we hold when no longer reasonably required by us.

## **Security breaches**

In the event that we become aware of any actual or potential unauthorised access to or disclosure of personal information about an individual, or any loss of such information which may lead to unauthorised access or disclosure, we will promptly investigate and where appropriate, take remedial action and notify the individual affected in accordance with the Privacy Act.

## Data quality

We will take all reasonable steps to ensure that the data we collect, use or disclose is accurate, complete and up to date, and has been obtained directly from individuals or other reputable sources.

## Accessing your personal information

You may request access to personal information we hold about you. We may require you to verify your identity and to specify what information you require.

We deal with all requests for access to personal information as required by the Privacy Act. We may charge a fee where we provide access and may refuse to provide access if the Privacy Act allows us to do so.

## Correction of personal information

We take reasonable steps to correct all personal information we hold to ensure that, having regard to the purposes for which it is held, the information is accurate, up to date, complete, relevant and not misleading.

You may request corrections to personal information we hold about you. We deal with all requests for correction to personal information as required by the Privacy Act. We may refuse to correct personal information if the Privacy Act allows us to do so.

## Complaints

If you wish to make a complaint about this Privacy Policy or our collection, use or disclosure of personal information, please contact us in the first instance. We will investigate your complaint and try to promptly resolve your complaint directly with you.

If you are not satisfied with the outcome, then you may make a complaint to the Office of the Australian Information Commissioner (OAIC). For information about how to make such a complaint, please refer to the OAIC website <http://www.oaic.gov.au/>.

## Availability

Lively Feet's Privacy Policy is available on the Blackwood Podiatry website.

It is also available upon request.

## Privacy enquiries

Privacy related enquiries or concerns can be directed to The Director at:

Lively Feet Pty Ltd  
C/o- Blackwood Podiatry  
Shop 10 / 365 Shepherds Hill Road  
Blackwood SA 5051

08 8278 4100

nicole@livelyfeet.com.au

## **Changes to privacy policy**

We reserve the right to make changes to this Privacy Policy from time to time and without notice by publication on our website.

We recommend that you regularly review our Privacy Policy to ensure you are aware of any