



## **Your Privacy is Respected**

This practice policy outlines how the practice uses and manages your health information.

The practice is bound by the Australian Privacy Principles contained in the Commonwealth *Privacy Act 1988 (Privacy Act)* and applicable State legislation.

The practice will review and update this Privacy Policy on a regular basis.

## **Collection**

It is our usual practice to only collect health information directly from our patients or their authorised representatives.

The practice may collect health information from a third party or a publicly available source, but only if the patient consents to such collection or would reasonably expect us to collect their health information from the third party, or if collection is necessary to provide the patient with appropriate health care.

As an employer, the practice also collects personal information related to employment and human resource management.

## **Use and disclosure**

The practice only uses health information for the purposes of providing you with health care or for purposes which are directly related to providing you with health care. We will not use your health information for any other purpose unless one of the following applies:

1. You have consented;
2. The other purpose is directly related to providing you with health services and you would reasonably expect that your information may be used for that purpose; or
3. The use of your health information is required or authorised by law.

For example, the practice may disclose your health information to another health service provider for the purpose of providing you with health care.

## **Data quality and Security**

The practice takes steps to ensure that the health information we collect is accurate, up to date and complete. These steps include maintaining and updating personal and health information when you attend the practice or you advise us that your personal information has changed.

The practice keeps hard-copy and electronic records and takes steps to protect those records against loss, unauthorised access, use, modification or disclosure, or other misuse.

The practice ensures that hard-copy records are kept in locked files and there are security processes in place regarding computer access. The practice has taken steps to ensure that electronic data is backed-up.

After a period of 7 years (and if you attended the practice as a child, you have reached the age of 25) we may destroy your records in accordance with applicable laws.

### **Access and correction**

If an individual requests access to health or personal information we hold about them, or requests that we change that information, we will allow access or make the changes unless we consider that there is a sound reason under the Privacy Act, or other relevant law to withhold the information, or not make the changes.

Requests for access or correction must be in writing and directed to the practice Privacy Officer. If you have any questions, the Privacy Officer can be contacted during business hours at the practice.

The practice may charge for access to or copies of health records.

### **Marketing**

The practice's marketing functions support the growth and development of the practice and to provide you with information about services offered at the practice.

The practice may use your information for the purpose of direct marketing; however we will not on-sell your personal information.

The practice understands that you may not wish to receive marketing materials from the practice. If you would prefer not to receive such information, a request can easily be made to the Privacy Officer or another staff member at the practice.

This website uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors to our site. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to the Verve Dental] website. Of course, any data collected will be used in accordance with our own privacy policy and Google's privacy policy.

You can set preferences for how Google advertises to you using the

[Google Ad Preferences page](#),

Alternatively you can [opt out of interest-based advertising entirely by cookie settings](#) or [permanently using a browser plugin](#).

### **Sending information overseas**

As part of maintaining your records, the practice may use off-site electronic data storage providers. These providers may be located offshore.

Where practicable, we will inform you about where your information is sent; however, at all times the practice will ensure compliance with the Australian Privacy Principles in relation to any off-shore transfer of your information.

### **What happens if I don't provide information?**

Although we respect your right to privacy, if you choose not to provide us with information relevant to your care, we may not be able to provide a service to you or the service we are asked to provide may not be appropriate for your needs.

Importantly, you could suffer some harm or other adverse outcome if you do not provide information relevant to your care.

### **Complaints**

We take your privacy seriously. If you suspect there has been or may have been a breach of your privacy, you can complain directly to the practice Privacy Officer.

In the event of a privacy breach, the practice will comply with applicable guides or guidelines issued by the Office of the Australian Information Commissioner for the handling of privacy breaches.

If you would rather not raise the matter with the practice directly you can complain directly to the Office of the Australian Information Commissioner.

Privacy and general complaints about your care can also be directed to the Health Services Commissioner.

### **Enquiries**

For further information about the practice's management of privacy, please contact our Privacy Officer.

*Last Reviewed on August 28, 2017*