

Pure Aesthetics Website - Privacy Policy

Pure Aesthetics has developed a policy to protect patient privacy in compliance with federal privacy legislation and the ten National Privacy Principles.

The National Privacy Principles (“NPP”) can be obtained through the Federal Privacy Commissioner: www.privacy.gov.au

Our policy is to inform you:

1. What personal information is being collected;
2. Who is collecting your personal information;
3. How your personal information is being used;
4. To whom your personal information is being disclosed; and
5. How your personal information is being stored.

NPP 1 - Collection

When you look at this web site, our Internet Service Provider makes a record of your visit and logs the following information for statistical purposes:

- Your server address
- Your domain or top level domain name (e.g. practice.com, .gov, .au, etc)
- The date and time of your visit to the site
- The pages you accessed and documents downloaded
- The previous site you visited
- The type of browser you are using

Our Internet Service Provider provides this non-identified information to us to monitor usage patterns on our site in order to improve navigation and design features – helping you to get information more easily.

Cookies

Cookies can either be persistent or session based. Persistent cookies are stored on your computer, contain an expiry date, and may be used to track your browsing behaviour upon return to the issuing web site. Session cookies are short lived, are used only during a browsing session, and expire when you quit your browser.

This website only uses session cookies and only during a search query of the web site. Upon closing your browser the session cookie set by this web site is destroyed and no personal information is maintained which might identify you should you visit our web site at a later date.

Google Analytics

This website uses Google Analytics, a service provided by Google, Inc. (“Google”) to track and analyse website traffic. JavaScript is code embedded in each page of the website to track website traffic using Google Analytics technology. Google Analytics uses cookies. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your

browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Pure Aesthetics abides by the Google Analytics Terms of Service found at www.google.com/intl/en_uk/analytics/tos.html. A copy of the Google Privacy Policy can be found at www.google.com/privacypolicy.html

NPP 2 - Use & Disclosure

We will only collect your e-mail address if you contact us via the online form or direct email. Your e-mail address will only be used for the purpose for which you have provided it, and it will not be added to a mailing list or used for any other purpose without your consent. We may however, use your e-mail address to contact you to obtain your consent for other purposes, but will give you the option of having your address deleted from our records at that time.

In the interests of your privacy, and given the inherent insecurity of information passed over the Internet, we do not currently support the transmission of personal health information to or from our patients over the Internet. If you send any personal health information to us via the Internet, we cannot guarantee its security.

NPP 3 – Data Quality

We will endeavour to ensure that all personal information collected, used or disclosed by this practice is accurate, complete and up to date.

NPP 4 – Data Security

Information stored electronically is password protected and only accessible by authorised personnel, who have all signed Privacy & Confidentiality Agreements.

NPP 5 – Openness

This policy is made available to anyone upon request. See NPP 6 for access and/or correction or personal information.

NPP 6 – Access & Correction

Individuals may request access to personal information by writing to Pure Aesthetics. If a person believes that information held by Pure Aesthetics is incorrect, incomplete or inaccurate they may request amendment of that personal information. If you require a copy of your personal information, a nominal fee may be payable.

We will not make an attempt to identify users or their browsing activities. However, in the unlikely event of an investigation, a law enforcement agency or other government agency may exercise its legal authority to inspect our Internet Service Provider's logs, and thus gain information about users and their activities.

NPP 7 – Identifiers

This practice will only use the Medicare numbers collected from patients for the purpose of billing for medical services provided to our patients. Similarly we would not use or disclose any other government identifying number which you may give to us.

NPP 8 – Anonymity

You have the option to interact anonymously whenever it is lawful and practicable to do so.

NPP 9 – Transborder Data Flows

Should it become necessary to transmit your personal information overseas, we will endeavour to ensure that your personal information is adequately protected.

NPP 10 – Sensitive Information

We do not collect sensitive information unless consent has been provided, required by law, or in other special specified circumstances, for example, relating to health services provision and individual or public health or safety.

Pure Aesthetics is committed to providing patients, enquirers and interested parties whose personal information we hold, a fair and responsible system for the handling of complaints concerning the collection, accuracy or disclosure of personal information. If you have any issues concerning your personal information, please address your concerns to Pure Aesthetics and we will deal with all such complaints in an efficient and timely manner. However, if we have not adequately dealt with your concerns, you may refer the matter to the Office of the Federal Privacy Commissioner at:

Postal: GPO Box 5218, Sydney NSW 1042
Telephone: 1300 363 992
Fax: (02) 9284 9666
Email: privacy@privacy.gov.au

As we plan to ensure our Privacy Policy remains current, this information can be subject to change. By continuing to use this website you accept the Privacy Policy as it applies from time to time.