

# Virginia's Apothecare Privacy Policy

At Virginia's Apothecare Pty Ltd (referred to as Virginia's Apothecare) we are bound and abide by the Privacy Act 1988. As a healthcare business and as healthcare practitioners, we take privacy very seriously and abide by the Privacy Act 1988.

## What is the purpose of a privacy policy?

As an integrative pharmacist, herbalist, anti-ageing practitioner and functional medicine practitioner, we are required to collect some information from potential, current and future clients and other individuals on a regular basis in order to uphold our duty of care as a practitioner.

Personal information refers to an opinion or information about an individual, whose identity can be determined of speculated directly or indirectly, regardless of whether that information or opinion is true.

## What personal information we collect

Virginia's Apothecare collects personal information (including credit information and credit eligibility information) about healthcare professionals (e.g., pharmacists, GP etc.), customers or members of the public:

- when an order is placed for our products;
- in the course of responding to enquiries made by you;
- during consultations with Virginia's Apothecare staff
- during functional medicine testing

Virginia's Apothecare also collects personal information about prospective employees during the recruitment process to assess whether an applicant is suitable for a role with us. The personal information of prospective employees collected during the recruitment process will be handled in accordance with this Privacy Policy.

Sensitive Information includes information or an opinion about an individual's:

- health information
- past trauma
- Racial or ethnic origin
- Religious beliefs
- Philosophical beliefs
- Sexual orientation or practices

Virginia's Apothecare takes reasonable steps to ensure sensitive and private information is treated, collected handled and recorded using measures and systems to maintain confidentiality and respect.

When collecting personal or sensitive information, Virginia's Apothecare explains to individuals and patients why it is important to have this information. We believe it is necessary for patients to understand the difference knowing this information can have on their health and recommended treatment plans.

## Dealing with clients personal and sensitive information

Patients and individuals have a right to refuse to provide information to their practitioner. Practitioners will explain why they are asking for personal or sensitive information, how it is stored etc. The practitioner will explain to the patient if the necessary information is not provided, the practitioner may not be able to safely provide them with appropriate care. In these cases, the practitioner has a right to refuse to provide care to the patient if they do not have the information necessary to do so.

## The use of personal information for marketing and online

We may collect information for marketing purposes. This may be done via phone, email, website, in person or via social media channels to update clients about services and what is happening in clinic. We may also email out a newsletter. Please note- newsletters are monitored via the SPAM Act, not the privacy act. However, similar provision apply regarding the use of personal information and the need to gain consent under the SPAM Act and the Privacy Act.

Patients and individuals need to provide consent for their details to be used for marketing purposes. This consent can be withdrawn at any time, and no reason needs to be given. Virginia's Apothecare will provide a link or contact details on how to opt out at any time.

Virginia's Apothecare practitioners and staff are aware that even though a client may opt out from being sent marketing material, the patient for client can still be contacted to send appointment reminders, account information etc.

When individuals visit Virginia's Apothecare website, 'cookies' may be collected. This refers to non-identifiable information about the individual such as the browsers used, date and time, where the individual clicked on the website etc. This information is used to understand how people are using our website and how we can improve our website for our clients.

## Storage and disclosure of personal information.

At Virginia's Apothecare, we store personal information through a combination of hard copies and electronically. Reasonable measures are taken to ensure that information and records are stored securely. Electronic copies are password protected and only certain staff members have access. Paper copies are stored in a secure location and access is limited to staff members.

At Virginia's Apothecare, we do not share information to third parties without the patient's consent. At times it may be necessary to share information, for example, with another health care practitioner such as a GP. In these situations, we will gain written consent from the patient before sharing any information.

In extremely rare instances, Virginia's Apothecare may need to disclose information to outside organisations. Rare scenarios may include:

- If required by law to disclose the information (e.g., reporting of communicable diseases).
- To address liability indemnity arrangements with insurers, medical defence organisations and lawyers.
- For the defence of anticipated or existing legal proceedings.
- To process private health fund claims.

If a patient believes their personal or sensitive information may be out of date, incorrect or incomplete, they have a right to request to review the information.