

PRIVACY POLICY

At Emerald Cosmetic Clinic, we prioritise your privacy and confidentiality by adhering to various regulations and guidelines. We have implemented operational processes and procedures to ensure compliance with the following:

- Australian Privacy Principles (APPs) outlined in the Privacy Act 1988 to safeguard your personal information.
- The Australian Direct Marketing Association (ADMA) Code of Practice, which governs our marketing practices and ensures transparency and accountability.
- The Spam Act 2003, which regulates our electronic marketing activities to protect you from unwanted communication.
- The Do Not Call Register Act 2006, which guides our telemarketing efforts to respect your preferences.
- The Telecommunications Industry Standard 2007, which further regulates our telemarketing practices for enhanced consumer protection.

At Emerald Cosmetic Clinic, we take these regulations seriously to provide you with a safe and secure experience, maintaining the highest standards of privacy and confidentiality.

COLLECTION

At Emerald Cosmetic Clinic, we gather pertinent and essential information to ensure effective, safe treatment, and the smooth functioning of our Clinic.

We may collect, hold, use and disclose personal information for the following purposes:

- To enable you to access and use our Site, associated applications and associated social media platforms. To contact and communicate with you
- For internal record keeping, administrative purposes, invoicing and billing purposes
- For analytics, market research and business development, including to operate and improve our Site, associated applications and associated social media platforms
- To run competitions and/or offer additional benefits to you
- For advertising and marketing, including to send you promotional information about our products and services and information about third parties that we consider may be of interest to you

- To comply with our legal obligations and resolve any disputes that we may haveTo enable you to access and use our Site, associated applications and associated social media platforms. To contact and communicate with you
- For internal record keeping, administrative purposes, invoicing and billing purposes
- For analytics, market research and business development, including to operate and improve our Site, associated applications and associated social media platforms
- To run competitions and/or offer additional benefits to you
- For advertising and marketing, including to send you promotional information about our products and services and information about third parties that we consider may be of interest to you
- To comply with our legal obligations and resolve any disputes that we may have

We employ various methods to gather information, including telephone or written communication, in-person consultations at our clinic, or online interactions for those who engage in transactions through our website. Both medical and non-medical personnel may be involved in the collection process.

In emergency situations, we may also need to acquire information from your relatives or friends to ensure prompt and appropriate medical care.

Please note that certain legal requirements dictate the retention of medical records for specific durations, which may vary depending on your age at the time of receiving our services.

USE AND DISCLOSURE

At Emerald Cosmetic Clinic, we hold your personal information in the highest regard and maintain its utmost privacy and confidentiality. We strictly use and disclose your information for purposes directly linked to your care, treatment, and in ways that align with your reasonable expectations regarding ongoing care and treatment.

There are circumstances where we may be legally permitted or obligated to disclose your personal information to third parties. Examples of such instances include disclosures to Medicare, law enforcement agencies, insurers, solicitors, government regulatory bodies, tribunals, courts of law, hospitals, or debt collection agents. Additionally, we may occasionally provide statistical data to third parties for research purposes.

To carry out specific activities on our behalf, we may disclose information about you to external contractors such as IT service providers, solicitors, or debt collection agents. We ensure that these contractors adhere to strict security and confidentiality requirements in handling your personal information. They are

obligated to use the information solely for the purposes we have assigned to them and not for any other intent.

DATA QUALITY AND SECURITY

At Emerald Cosmetic Clinic, we are committed to ensuring the accuracy, completeness, currency, and relevance of your personal information. To fulfill this objective, our staff may request your confirmation regarding the accuracy of your contact details during your consultation. We kindly ask you to inform us if any of the information we have on record is incorrect or outdated.

To safeguard the personal information we possess, we have implemented the following protective measures:

Securing our premises to prevent unauthorised entry.

Implementing passwords and access levels on databases to restrict access, safeguard electronic information, and prevent unauthorized interference, access, modification, and disclosure.

Providing locked cabinets and designated rooms to securely store physical records.

By employing these measures, we strive to protect the confidentiality and integrity of the personal information under our care.

ACCESS

You have the right to request access to your treatment records. To initiate this process, we kindly ask you to submit your request in writing, and we will endeavour to respond within a reasonable timeframe.

COMPLAINTS

Patients who are dissatisfied have the right to lodge a complaint. You can do this by:

- Directly raising and resolving the complaint with the practitioner
- Utilising the complaint process established by the clinic or facility.

CONTACT

Please direct any questions or concerns to info@emeraldcosmeticclinic.com.au or contact the clinic on 02 4379 1437