

## How to access and correct your personal information

We try to ensure that personal information we hold is accurate, complete and up to date. Please let us know if there are any errors in your personal information and keep us up to date with changes to your personal information such as change of address. You can request to update your personal information by contacting us as follows:

South Barwon Medical Centre  
Ph: 03 5243 1111  
Email: sbmc@sbmc.net.au  
Mail: 66 Settlement Road Belmont Victoria 3216

Lara Medical Centre  
Ph: 03 5282 1926  
Email: laramedicalcentre@gmhba.com.au  
Mail: 1 Patullos Road Lara Victoria 3212

Geelong Physiotherapy  
Ph: 03 5224 2829  
Email: reception@geelongphysiotherapy.com.au  
Visit: geelongphysiotherapy.com.au  
Mail: 42 Bellerine Street Geelong Victoria 3220

To request access to your clinical and health-related service records, you may do so by contacting the appropriate Practice Manager via the contact details found under 'How to access and correct your personal information' in this Privacy Statement or by contacting our Privacy Officer:

The Privacy Officer  
GMHBA  
PO Box 761  
Geelong VIC 3220

Or send an email to [service@gmhba.com.au](mailto:service@gmhba.com.au) addressed to the Privacy Officer

Further information about how you may seek to access and/or correct your personal information held by South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy can be found in the GMHBA Limited Privacy Policy (which you can access as described in the 'How to access our Privacy Policy' section).

## How to contact us or make a complaint

If you have any concerns or complaints about the manner in which your personal information has been collected or handled by South Barwon Medical Centre, Lara Medical Centre or Geelong Physiotherapy, please refer to the GMHBA Limited Privacy Policy (which you can access as described in the 'How to access our Privacy Policy' section).

## Does your personal information get transferred outside of Australia?

From time to time we may need to disclose your personal information to organisations located outside of Australia in the ordinary course of everyday business (for example, organisations that host data processing capabilities in 'The Cloud' or facilitate the sending of emails and SMS).

If we do so, we will take reasonable steps to ensure the overseas organisations comply with Australian privacy laws.

The countries to which we may disclose personal information in the course of our functions and activities are listed below:

- > United States; and
- > Canada

This list is updated from time to time. You can visit our Privacy Policy at any time to view the latest version.

## Direct Marketing and your privacy

From time to time we may contact you to provide you with information about promotions, products and services offered by us, or our private health insurance businesses and health related businesses, or other service providers who have a relationship with us, that we consider may be of interest to you and your family. This includes information about our health related businesses that may help improve your health and wellbeing. When we contact you it may be via mail, phone, email and/or SMS.

When you become a South Barwon Medical Centre, Lara Medical Centre, or Geelong Physiotherapy patient you consent to us using your personal (including sensitive and health) information for direct marketing purposes (for an indefinite period including after you may cease your association with us), unless you have contacted us to withdraw your consent.

If you do not wish to receive marketing material from us you can contact us at any time via the specific health care practice contact details found under the 'How to access and correct your personal information' in this privacy statement.

If you request not to receive marketing material, please note that we will still contact you in relation to our on-going relationship with you. For example, we will still send you reminders and statements that are relevant to the products and services you hold with South Barwon Medical Centre, Lara Medical Centre or Geelong Physiotherapy.

## Security of your information

We may store personal information we hold in hard copy documents or as electronic data in our software IT systems (and those of our service providers). We endeavour to take reasonable steps to protect all personal information that we hold from misuse and loss and to protect it from unauthorised access, modification and disclosure.

The methods we use to facilitate your information is secure include:

- Verification procedures to identify an individual before access is allowed for personal information,
- Confidentiality obligations/agreements with all employees, agents, brokers and sub-contractors,
- The use of data encryption, firewalls and other security systems for our IT platforms, and,
- Document storage security policies.

## How to access our Privacy Policy

To access our GMHBA Limited Privacy Policy visit [gmhba.com.au/privacy](http://gmhba.com.au/privacy) or call your local practice listed in this privacy statement. This privacy statement may change every so often. We recommended that you review our privacy statement or privacy policy from time to time.

# Privacy Statement

GMHBA Primary Care Businesses

May 2022



This privacy statement relates to services provided by GMHBA Limited trading as South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy. In this privacy statement, references to 'South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy' are references to GMHBA Limited.

South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy are committed to protecting your privacy. This privacy statement explains the type of personal and sensitive information including health information we collect and how we handle that information as a part of your relationship with South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy. We understand that the information that you entrust to us is private and confidential. Our staff are trained to respect your privacy in accordance with the applicable privacy laws and our own policies and procedures.

### **What is personal information?**

In this privacy statement 'personal information' means information or an opinion about an identified individual or an individual who is reasonably identifiable, whether the information or opinion is true or not, and whether the information or opinion is recorded in a material form or not.

Personal information includes 'sensitive information' (which includes health information, and information or an opinion about an individual's racial origin, political opinion, membership of a political association or trade union, religious beliefs, sexual preferences or criminal record) and 'health information' (which includes information or an opinion about the health or a disability of an individual, the individual's wishes about the provision of health services, or health services provided or to be provided to an individual). In this privacy statement, a reference to personal information includes sensitive and health information

### **How do we collect your personal information?**

Personal information collected by South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy includes your name, date of birth, age, gender, address and contact details.

Sensitive information collected by South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy includes information about your health or medical history, details of previous health related providers you've been a patient of and may also include your bank account or credit card details.

We generally collect personal information in person, in writing, by telephone, email, electronic form or via our website. For example, we may collect information when you: make an appointment, purchase goods from us, you complete forms, send us an email, provide information during a visit to our practice, have customer interactions with us where we record system notes, voice recordings of telephone conversations and if you use our digital platforms.

If you contact us to enquire about our products and services via our website and any other communication channel, we may use your personal information to contact you for the purposes of providing you with further information and to follow up whether you have any interest in acquiring products and services from us. You can let us know at any time via the contact details included in this privacy statement if you no longer wish to be contacted for these purposes. Your consent will remain current until you advise us otherwise. Where you have provided us with personal information about other individuals (such as other immediate family members or a person for whom you are a carer), you must ensure that they are aware or will be aware of your provision of their personal information to us and how their personal information will be handled by us. If the information you are providing to us is health or sensitive information you must first obtain their consent before providing their information to us (unless the individual is

incapable of providing such consent).

We may also collect your personal information from third parties such as:

- Other healthcare services such as your private health insurance provider or Medicare
- Other health care providers (e.g. if you were referred to us by another health care professional)
- Organisations engaged by GMHBA Limited to carry out functions on our behalf such as mail and data processing, and
- Recruitment Agencies when appointing employees and contractors

We may also collect and use your personal, including sensitive and health information for marketing purposes. For example, for the direct marketing of products, promotions and services offered by GMHBA Limited such as its private health insurance products and other health related services.

We may also collect information from our website such as:

- Information about your computer or web device
- Your IP Address, top level domain name, the date and time of your visit to our site
- The pages you have accessed or downloaded
- The address of the last site you visited, and
- Your operating system and the browser you used

This information is collected for statistical and administrative purposes, and to improve web based services. It does not readily identify individuals, and we will not attempt to identify individuals from the records our server generates unless it is necessary to do so for law enforcement purposes.

We may also use cookies to assign your device a user ID. Cookies contain information that allows us to identify your device. You can configure your browser so that it does not accept cookies, however this may minimise our ability to provide you with customised information. Further information can be found at gmhba.coma.au within the 'Website Terms of Use' section.

When you use our website or ask for general information, we may deal with you without requiring you to provide personal information. However, if you choose not to provide us with personal information, we may not be able to provide you with the services you require.

### **For what purposes do we collect, hold, use and disclose your personal information?**

South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy collect, hold, use and disclose your personal information to provide you with products and services, including health care products and services, health and wellness services and partner offerings and products, including to:

- Manage our ongoing relationship with you
- Answer any queries you may have in relation to our services and products
- Administer, process and audit your patient files, including invoicing for health care services, credit card payment or to collect unpaid invoices
- Process payments in respect of your health care services and product purchases
- Contact you in relation to any matter relating to you or the health care service or products provided to you
- Follow you up regarding further examinations or treatments required
- Carry out any internal functions such as administration, accounting, quality assurance and information technology
- Provide you with the opportunity to participate in or attend health seminars and community health events,

- Provide you with information about, and promotions for, other products, services and programs offered by GMHBA (including other GMHBA businesses) or other service providers who have a relationship with us,
- Provide you with access to health and wellbeing programs,
- Provide you with access to digital platforms such as online customer portals, online booking systems and webchat functionality,
- Conduct customer surveys including marketing and satisfaction surveys
- Conduct marketing, research and analysis and statistical analysis
- Resolve complaints or follow up on incidents
- Manage, review, develop and improve our services and products, and
- Confirm eligibility of a membership e.g. your health insurance provider

We may also, collect, hold, use and disclose your personal information to:

- Your nominated relatives in an emergency
- Government and regulatory bodies such as Medicare
- All our private health insurance businesses and health related businesses of GMHBA Limited
- Resolve any legal and/or commercial complaints or issues where we are required by law (e.g. compulsory notices from courts of law, tribunals or government agencies)
- Auditors and other service providers who we may appoint to ensure integrity of our operations and services
- Carry out a review of the practice for the purposes of improving the quality of care provided
- Any other person or entity acting on our behalf
- Other healthcare professionals, for seeking a second opinion or a referral where you have consented to us obtaining the second opinion or the referral
- Third party health benefits providers and insurance companies to assist in the processing of a claim for reimbursement or payment of all or part of the cost of treatment submitted by you or on your behalf
- Recruit and train our personnel
- Organisations that facilitate the sending of emails and SMS, and
- Organisations that perform any of our other functions and activities relating to our business

### **Who do we disclose your personal information to?**

South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy will not disclose your personal details for any purpose that is not related to your relationship with us. We rely on third parties such data processing organisations and financial institutions to perform specialised activities for South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy and your personal information may be provided to these third parties to enable them to perform their agreed services.

South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy may also be required to disclose your personal information to comply with law.

We may disclose personal information for the purposes described under the heading 'For what purposes do we collect, hold, use and disclose your personal information?' to our contracted services providers (such as data processing organisations), government authorities (such as Medicare Australia), hospitals, medical and general treatment providers, persons authorised by you, if you are a minor, your parent/guardian, your carer, your power of attorney and our professional advisors, as well as to financial institutions to process payments.

We may disclose personal information to parties involved in a prospective or actual transfer of our assets or business.