



KYND NATURAL MEDICINE WEBSITE PRIVACY POLICY

Hi there! This website, <https://www.kyndnaturalmedicine.com.au/>, is owned and operated by Kynd Natural Medicine (ABN: 28 770 227 455). If you have any questions or need further information, please contact:

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This document sets out our Privacy Policy. It describes how we collect and manage your personal information, when you interact with this website Kynd Natural Medicine takes this responsibility very seriously. If you have any questions or concerns about how your personal information is being handled, please do not hesitate to contact us.

We comply with the Australian Privacy Principles set out in the *Privacy Act* 1988 (Cth) (Privacy Act). I understand that visitors from the European Union (EU) may access this website, so we also aim to comply with the General Data Protection Regulation (GDPR).

PERSONAL INFORMATION

If you engage with us via this website, or choose to become our client we may ask to collect the following personal information from you, including:

- Contact details including your full name, email address, residential address, telephone number, birth date;
- Your basic demographic information such as postcode and the country that you live in;
- Your preferences and opinions;
- Any other information requested on this website or otherwise requested by us or provided by you;
- Information that allows us to tailor our content to your needs when you sign up for one of our newsletters, webinars or promotional events; and
- Internet data gathered by Google Analytics such as pages browsed to improve the usability and appeal of the website.

COLLECTION AND USE

We may collect your personal information by various means including:

- An opt-in form for our mailing list;
- To contact and communicate with you;
- For internal record keeping;
- For market research and business development including website development;
- Marketing, including direct marketing;
- your access and use of our website, including through the use of internet cookies, your communications with our website, the type of browser you are using, the type of operating system you are using and the domain name of your internet service provider; and
- to run competitions or offer additional benefits to you. Your personal information will not be passed on to any third party. From time to time we will use your email address to send out newsletters to you containing useful information to help you get the most out of our services, however, if you do not wish to receive such emails, you are able to unsubscribe at any time.

Any cookies used by this website are only used for the purpose of tracking navigation through the website. No personally identifiable information is collected or linked to such cookies.

All of your personal information, including name, addresses and contact details, stored by us are kept separate from the cookies referred to above.

We use this information to:

- Improve this website and the services we provide;
- Offer you the best service we can.

We will only collect your personal information:

- With your full awareness and consent, such as when you email us, tick a checkbox or fill in a form to provide us with information;
- If we need it to provide you with information or services that you request;
- If we are legally required to collect it; and
- For necessary administrative processes if you become our client.

SENSITIVE INFORMATION

We understand that some personal information is particularly sensitive.

We will only collect sensitive information by methods that are reasonably secure, such as:

- Through our intake form when you book an appointment;
- In a phone, Zoom, FaceTime, Skype, Telehealth video meeting/consultation; and
- When you send us information in an email.

The reason why we collect this information is:

- So that we can provide you with the services you have contracted for
- To ensure that we are providing you with the best care possible.

The sensitive information we ask you to provide for this purpose may include:

- Information about your health so we are able to provide specific information to support your health goals.

We are committed to securely storing and handling your sensitive information.

- Sensitive information is stored in a locked filing cabinet in a lockable storage room;
- Sensitive information is stored on a password protected computer;
- Only authorised team members may access sensitive information; and
- Some sensitive information may be stored securely online, or in the cloud through Cliniko. You can find out more about their security provisions here:
<https://www.cliniko.com/security/>

Sensitive information may be collected from children under the age of 18 under the following circumstances:

- In the presence of their parents;
- With their parent or guardian's full consent.

Information is stored for 7 years or until a person reaches 25, whichever is the longest and all archived sensitive information is securely destroyed after that time.

PROFESSIONAL CONSIDERATIONS

We are subject to the following regulations regarding the collection of personal information:

- As a naturopath, I owe you a professional duty of confidentiality. I take this responsibility very seriously and will always strive to promote your best interests;
- If you choose not to be completely honest with me, I may not be able to provide you with the services that you request; and
- Maintaining confidentiality except with explicit consent, when required by law or there is serious risk to the client or another person.

You may choose not to provide us with your personal information. However, if you do not provide us with accurate information, we may not be able to provide you with the best service possible.

USE OF PERSONAL INFORMATION

Reasons why we may disclose your personal information include:

- To provide you with the services you have requested;
- To send you products that you have purchased.

In order to do this, we may share some relevant personal information - on a strictly need to know basis - with:

- Our virtual assistant (VA)
- Australia Post or courier companies;
- With third parties such as email marketing providers, website professionals and legal professionals, health professionals.

We will also disclose your information if required by law to do so or in circumstances permitted by the *Privacy Act* – for example, where we have reasonable grounds to suspect that unlawful activity, or misconduct of a serious nature, that relates to our functions or activities has been, is being or may be engaged in, and in response to a subpoena, discovery request or a court order.

If you have any concerns regarding the disclosure of your personal information, please do not hesitate to get in touch with us to discuss this personally.

We will use all reasonable means to protect the confidentiality of your personal information while in our possession or control. We will not knowingly share any of your personal information with any third party other than the service providers who assist us in providing

the information and/or services we are providing to you. To the extent that we do share your personal information with a service provider, we would only do so if that party has agreed to comply with our privacy standards or has a suitably protective policy of their own. However, some of our service providers may be overseas and may not be subject to Australian Privacy Laws or compliant with GDPR. Please contact us if you have any concerns about the potential disclosure of your information.

SECURITY

We take reasonable physical, technical and administrative safeguards to protect your personal information from misuse, interference, loss, and unauthorised access, modification and disclosure.

We manage risks to your personal information by:

- Ensuring that only key personnel have access to sensitive information;
- Releasing information to service providers on a strictly need-to-know basis, and
- Conducting regular audits of our security systems.

As mentioned above, your personal information may also be stored with a third-party provider, where it will be managed under their security policy:

- <https://www.cliniko.com/security/>
- Mailchimp - <https://mailchimp.com/about/security/>.

From time to time I may combine information provided by you with information gathered from:

- Facebook;
- Instagram;
- Google Analytics; and
- Personal contact.

If you do not wish this to occur, please contact me.

ACCESS TO INFORMATION

You can contact us to access, correct or update your personal information at any time. Unless we are subject to a confidentiality obligation or some other restriction on giving access to the information which permits us to refuse you access under the *Privacy Act*, and we believe there is a valid reason for doing so, we will endeavour to make your information available to you within 30 days.

Kynd Natural Medicine

Website Privacy Policy

Please begin the process by sending an email requesting access to your information to me at kate@kyndnaturalmedicine.com.au and I will endeavour to respond within 7 days.

COMPLAINTS

If a breach of this Privacy Policy occurs, or if you wish to request a change to your personal information, you may contact us by sending an email outlining your concerns to me at kate@kyndnaturalmedicine.com.au and we will endeavour to respond within 48 hours.

If you are not satisfied with our response to your complaint you may seek a review by contacting The Office of the Australian Information Commissioner using the information available at <http://www.oaic.gov.au/privacy/privacy-complaints> or the health ombudsman in your state or territory.

NOTIFICATION OF CHANGE

If we decide to change our Privacy Policy, we will post a copy of the revised policy on our website.

NOTIFICATION OF BREACH

If we have reason to suspect that a serious data breach has occurred and that this may result in harm or loss to you, we will immediately assess the situation and take appropriate remedial action. If we still believe that you are at risk, we will notify the Office of the Information Commissioner and either notify you directly, or if that is not possible, publicise a notification of the breach on this website.