

Privacy Policy



Effective Date: 14th January 2024

ADVANCED I CARE: Mobile Optometry Services

The privacy of our clients and individuals we interact with is of utmost importance at *ADVANCED I CARE*, and we are fully committed to safeguarding it. *ADVANCED I CARE* ensures compliance with all relevant privacy laws and regulations, including the Australian Privacy Principles (APPs) under the Privacy Act 1988, as it collects, uses, discloses, stores, corrects, and provides access to personal information.

We only collect personal information that is necessary for the provision of our mobile optometry services, and we do so in a lawful and fair manner. We are committed to maintaining the privacy and confidentiality of all personal and health information provided to us by our clients.

ADVANCED I CARE also acknowledges that individuals with vision or hearing impairments, as well as those from culturally and linguistically diverse backgrounds, may require additional considerations when it comes to privacy.

Definitions

Personal Information refers to information or opinions, whether true or not, that can be used to identify an individual. This includes information about a client's identity, contact details, medical history, and other personal details provided during the delivery of our services.

Sensitive Information includes details such as an individual's racial or ethnic origin, political opinions, religious beliefs, or health information that could reveal sensitive aspects of their personal life, including their vision or medical history.

Health Information refers specifically to any personal information related to an individual's health or vision status, including the provision of optometry services, medical treatments, and assessments.

Unsolicited Information is any personal information we receive from an individual that we did not actively request or seek.

Policy Principles

ADVANCED I CARE is dedicated to protecting the privacy and confidentiality of client information. We do so by adhering to the following principles:

1. **Consent:** We will always obtain consent to collect and store personal information from clients or their representatives, ensuring transparency about the types of information we collect.
2. **Access:** Clients or their representatives will be informed about the records we hold and will be granted access to their personal information upon request, subject to applicable legal exceptions.
3. **Secure Storage:** Personal and health information, whether electronic or paper-based, will be securely stored, with access strictly limited to staff members who require it for their duties.

Collection of Information

ADVANCED I CARE will only collect personal information that is necessary to deliver our mobile optometry services and conduct our business operations. The types of information we collect may include, but are not limited to:

- Name, address and contact details (e.g., phone number, email)
- Emergency contact details and next of kin
- Payment information (e.g., credit card, bank account details)
- Client's medical and eye health history
- Personal health directives and vision preferences

This information is collected directly from clients, their representatives, third-party referral services (e.g., General Practitioners, specialists, hospitals), or authorised individuals such as a Power of Attorney.

We may also collect personal information through our website, in-person consultations, or other interactions to provide high-quality care tailored to each client's needs.

Use and Disclosure of Information

Unless we have express or implied consent, we will only use or disclose personal information for the purposes for which it was collected, or for a directly related purpose. We may also disclose information to third parties, such as healthcare providers, IT support services, or other professionals assisting with the delivery of care, but only as necessary.

Marketing and Communication:

We may use personal information to communicate with clients about new services, updates, or promotions related to our mobile optometry services. All communications will comply with Australian Privacy Law, and clients will be given an option to opt out or unsubscribe.

Disclosure to Third Parties

ADVANCED I CARE may disclose personal information to third-party contractors and service providers who help us deliver services, including:

- IT and technical support services
- Payment processors
- Allied health professionals
- Business advisors and legal representatives

We require third-party providers to adhere to privacy standards and protect personal information as diligently as we do.

Disclosure to Relatives and Guardians

In cases where a client is unable to provide consent (e.g., due to illness, incapacity), we may disclose personal information to a guardian or authorised representative, provided that such disclosure is necessary for care or treatment.

Legal Obligations

We may disclose personal information if required or permitted by law, for example, in response to a subpoena, or where it is necessary to prevent or lessen a serious and imminent threat to the health or safety of an individual or the public.

Data Security

We take reasonable steps to ensure that personal information held by *ADVANCED I CARE* is secure from unauthorised access, disclosure, or misuse. Electronic records are stored in a secure, password-protected database, and paper-based records are stored in a locked facility.

Data Retention:

We retain client records for a minimum of seven years from the date of the last service provided, in line with industry standards.

Access to Personal Information

Clients have the right to request access to their personal information held by *ADVANCED I CARE*. We will provide access unless there are legal or practical reasons that prevent it. If clients believe their personal information is incorrect, they may request corrections, and we will make reasonable efforts to update the information.

Disclosure of Personal Information Overseas

ADVANCED I CARE does not disclose personal information overseas unless the client's relative or guardian resides overseas and the client has consented.

Data Breaches

If *ADVANCED I CARE* experiences a data breach that could cause serious harm, we are required to notify both the affected individuals and the Office of the Australian Information Commissioner (OAIC). An 'eligible data breach' occurs when there is unauthorised access to, disclosure of, or loss of personal information, and this is likely to result in serious harm.

Contact Us

If you have concerns about your personal information or would like to access or correct your details, please contact us at:

ADVANCED I CARE

Phone: 1300 718 605

Email: admin@advancedeyecare.com.au

Website: www.advancedeyecare.com.au