



Bradley Joseph Naturopath

PRIVACY POLICY

Scope

This policy covers the collection, storage and use of personal information gained for patients and potential patients.

Collection of personal information

Patient data

All personal information will be collected directly from the patient and/or their caregivers (where appropriate).

Data may be collected via:

- Phone, email and other direct communication
- Website forms
- During consultations for the sake of providing naturopath services
- From other health professionals (only when given prior consent by the patient)

Data collected may include:

- Personal contact details – such as name, phone, email etc.
- Personal health details – recorded as part of a consultation or provided directly by the patient
- Health details from other practitioners – sent directly from other practitioners (only with prior consent by the patient)

All relevant information for a patient will be recorded on their file unless they specifically ask for it to be excluded.

Marketing purposes

Personal contact details (such as name, phone, email etc.) may also be recorded for potential patients for marketing purposes. This data will be collected directly from the potential patient.

Data may be collected via:

- Phone, email and other direct communication
- Website forms
- Social media advertisements
- Other marketing activities

Website users

Data on website users (such as IP address) may also be collected using cookies or a similar method. This data will not include personal information unless expressly provided by the user.

Storage

Patient contact and health details will be stored securely on a local drive (not internet based). Website data (non-personal) will be stored on an internet-based platform.



Disclosure to third parties

Patient contact and health details may be shared for the following purposes:

1. With other health professionals when the patient has given prior consent
2. When the practitioner deems that the patient is at risk of harming themselves or others
3. To comply with legal and regulatory requirements, such as, but not limited to, reporting child abuse or neglect, reporting problems with products or reactions to medications and reporting disease or infection exposure to public authorities.

Marketing communication

For the purposes of marketing, patients, potential patients and website users may be:

- Contacted directly e.g. via phone or email
- Targeted with online advertisements or communications including on social media
- Retargeted with online advertisements or communications including on social media

Rights and choices

Patients and potential patients may request a copy of their personal records at any time, or to request information to be corrected. Removal of data may also be requested and will be adhered to except for the case where legislation requires the information to be kept.

Patients, potential patients and website users may also opt out of marketing communications at any time. Opt out requests will be processed as promptly as possible.

Contact details

If you would like your information to be changed or removed please email bradleyjosephnaturopath@gmail.com