

## **Privacy Policy**

We must first stress that no person, not even our patients, has access to personal information or medical records through this Website.

All personal and medical information of our patients is strictly handled in accordance with our practice's Privacy Policy and consistent with Privacy and health records' legislation.

If you are one of our patients, then of course the doctor/patient relationship provides you with even greater protection.

You are free to inspect our Privacy Policy at any time before, during or after your personal consultation with us.

## **Website Privacy Policy**

We care about the privacy and safety of visitors to our Website.

We do not collect personal information about you when you visit our Website unless you choose to provide this information to us. However, certain information about site visitors is automatically collected and stored.

Our Website contains forms through which users may request information or supply feedback to us.

In some cases, telephone numbers or return addresses are required so that we can supply requested information to you.

We may also track where you go or what you read in our Website so that we can supply you with effective follow up information, but only if you have given us explicit permission to do so

### **Web log files:**

In common with most websites, our Website automatically logs certain information about every request sent to it.

This information is used for system administration and for producing usage statistics.

Logged information is not passed to any third party except if required by law.

### **Data protection:**

From time to time we will use electronic forms on our Website to gather personal information for purposes directly related to services that we may offer.

Your completion and submission of any form on our Website is entirely at your discretion.

In using and submitting forms on our Website, you agree that we may use any personal data of yours that you provide through our Website. However, we promise to you that we will abide by the following principles in dealing with your personal data:

1. We will only collect and use your information to administer, support, improve and obtain feedback on the services that we provide;
2. We may also use this information to assess what services may be of interest to you and to personalise our service and marketing;
3. We may also contact you to obtain feedback on services and any improvements we can make to them;

4. You have the right to ask us at any time not to contact you by way of direct marketing;
5. We will not disclose your personal data to any other organisations without your permission;
6. If you provide personally identifiable information, you will have an opportunity, at the time we collect your information, to limit e-mail communications; and,
7. You can request at any time that we not send future e-mails to you either by unsubscribing from the communication or by contacting us.

Our data processors are obliged to respect the confidentiality of any personal and/or sensitive information held by us. We destroy or de-identify personal information we no longer need, wherever possible.

### **Further Information & Complaints**

It is important to us that your expectations about the way in which we handle your information are the same as ours.

You should feel free to discuss any concerns, questions or complaints about any issues related to the privacy of your personal information with us.

If you believe a privacy breach has occurred, please contact:

### **The Privacy Officer**

*Dr Bryan Mendelson*

*The Centre for Facial Plastic Surgery*

*109 Mathoura Road*

*Toorak Victoria 3142*

If you are still dissatisfied you can complain to the Australian Information Commissioner.

Further information about an individual's privacy rights can be obtained from the Office of the Australian Information Commissioner, whose website is [www.oaic.gov.au](http://www.oaic.gov.au).

### **Security and Risk**

We take reasonable measures to protect the security of the information transmitted between browsers and our web server, including using firewalls, SSL encryption technology and other security technologies where deemed appropriate by us.

To protect your privacy, however, please do not use e-mail to communicate information you wish to be kept strictly confidential.

You acknowledge that any transmission of data may be illegally intercepted and used by third parties.

We are not responsible for any interception of data transmitted to or from our server.

### **Changes**

We may change our Privacy Policy from time to time. Our Website contains an up-to-date version of our Privacy Policy at all times.

## **Google Analytics Tracking & Privacy**

We have implemented advertising tracking so that we may establish aggregated demographic data on our visitors.

We do not use this data to identify individual visits or visitors.

We do not sell or supply any of this data to third-party companies unless they agree to and sign our privacy policy and use of data policy.

We do not use first-party cookies (such as the Google Analytics cookie) or other first-party identifiers, and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers to identify visitors to our Website.

As a visitor you can opt-out of the Google Analytics Advertising Features you use.

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