



Privacy Policy

Purpose

Mermaid Beach Radiology Pty Ltd (Mermaid Beach Radiology) is committed to the protection of your personal and health-related information.

Mermaid Beach Radiology complies with the Australian Privacy Principles under the Privacy Act 1988 (Cth) (Privacy Act) which outline how private health service providers may handle your personal information. Personal Information is information or opinion about an identified individual, or an individual who is reasonably identifiable. This information also includes 'sensitive information', such as your health information. Health Information pertains to the information or opinion about your health or disability.

The purpose of this privacy policy is to provide information to you, our patient, on how your personal information (which includes your health information) is collected and used within our practice, and the circumstances in which we may share it with third parties.

Consent

By providing personal information to us, you consent to us collecting, using and disclosing your personal information as described in this Policy.

Collection of Personal Health Information

Mermaid Beach Radiology collects, holds and discloses the necessary information required to provide you with the requested radiology service(s), and for administrative or internal business purposes.

The types of information we may collect depends on the nature of your interaction with us. This information may include, but is not limited to:

- Name, date of birth, gender, addresses, contact details
- Medical information including medical history, medications, allergies, and test results
- Emergency contact details
- Payment details (i.e. methods by which you've paid – we don't record or store credit card details)
- Health care Identifiers (e.g Medicare number)
- Private health insurance

- WorkCover claim numbers and details
- Any information that we are required to collect under a court or tribunal order, or under an Australian law.

You are not required to provide personal information to us. However, incomplete or inaccurate information may prevent us from providing you the services you are seeking, or otherwise engage with you. Similarly, remaining anonymous or using a pseudonym may prevent us from providing you radiology services.

How do we collect your personal information?

Mermaid Beach Radiology may collect your personal information in several different ways. We will usually collect this information from you directly, but with your consent or where not practically possible (e.g. medical emergency), we may collect this information from a related persons or a member of your treating health team, such as your GP or pathology laboratory.

- When you make your first appointment we will collect your personal and demographic information from your referral and/or patient registration form.
- During the course of providing medical services, we may collect further personal information.
- We may also collect your personal information when you visit our website, send us an e-mail, telephone us, or communicate with us using social media.
- In some circumstances, personal information may also be collected from other sources. Often this is because it is not practical or reasonable to collect it from you directly (e.g. medical emergency). This may include information from your guardian/responsible person or other members of your treating health team such as your GP or pathology laboratory.

Use of Personal Information

Mermaid Beach Radiology will only use your personal information for the primary (or related secondary) purpose for which you have given us the information. For example, Mermaid Beach Radiology may use and disclose your personal information, including clinical images and corresponding report(s) to other health professionals directly involved in your care. We may also use your Personal Information for other purposes if we have your consent.

Mermaid Beach Radiology may use and/or disclose personal information where necessary to:

- Provide you with a treatment or service
- Interpret results and prepare reports for referring doctor(s), or other members of your health care team
- Manage serious threat to life, health or safety.
- Undertake quality assurance activities including accreditation or compliance
- Invoice, bill or manage patient accounts.
- Process claims with Medicare or Private Health Funds on your behalf.

- Respond to enquiries via telephone, post, e-mail or online platforms (e.g Google reviews).
- To comply with Australian law, including Court or Tribunal orders.
- Third-parties contracted to perform services for Mermaid Beach Radiology for business purposes, such as accreditation agencies or information technology providers. These third-parties are required to comply with Australian Privacy Principles and this policy.
- When there is a statutory requirement to share personal information (e.g. some diseases require mandatory notification).
- Other activities directly related to your radiology service which you would reasonably expect disclosure, or have consented to disclosure previously.

Mermaid Beach Radiology may use your personal information to improve the quality of the services we offer to our patients through research and analysis of our patient data. Any publications resulting from research will not contain any identifiable information.

We may provide de-identified data, including clinical images, to other organisations to improve population health outcomes. This information is secure and patients cannot be identified. You can let our reception team know if you do not want your information included.

De-identified images may also be used for educational or marketing purposes, including social media (e.g. Instagram). We utilise social media to educate the public of our important work, including the differences in imaging quality between our scanners and those of our competitors. Any training or social media content will not contain any identifiable information. You can also let our reception team know if you do not want your information used for these purposes.

Protecting your Personal Information

Mermaid Beach Radiology is committed to protecting your personal information and makes reasonable steps to protect your personal information from misuse, interference, loss, unauthorised access, modification or disclosure. Only people who need to access your information will be able to do so. Other than in the course of providing medical services or otherwise described in this policy, or practice will not share your personal information with any third-party without your consent.

Mermaid Beach Radiology is environmentally conscious and strives to reduce waste through use of electronic systems to hold, store, and disclose your Personal Information, where required. Your Personal Information will be held electronically on a secure password-protected server, portal or application. In addition to physical security measures, we utilise several technologies to further protect your personal information, such as firewalls, multi-factor authentication, encryption and audit trails.

Personal Information including clinical images may be retained indefinitely on our secure electronic systems.

Personal Information received by us in paper or disc format may be electronically imported into our radiology information system and subsequently destroyed or returned.

Access to your Personal Information

You have a right to access the personal information that we hold about you. If you believe the personal information we hold is inaccurate, you may request an amendment unless there is a reason under the Privacy Act or other relevant law for Mermaid Beach Radiology to refuse access or requested change.

We require you to put your request for access or correction by writing the Privacy Officer (privacy@mermaidbeachradiology.com.au). The Privacy Officer will respond within a reasonable timeframe, not usually longer than 30 days.

Privacy Issues and Complaints

If you have any questions or comments about this Privacy Policy, you can contact the Privacy Officer by email: privacy@mermaidbeachradiology.com.au

We take complaints and concerns regarding privacy seriously. If you have a complaint regarding our information handling practices, you can lodge a written complaint with our Privacy Officer.

Mermaid Beach Radiology Pty Ltd
PO Box 681
Mermaid Beach, QLD 4218
Ph: 07 5619 9499
Email: Privacy@mermaidbeachradiology.com.au

If you are not satisfied with the response from the Privacy Officer, you can forward your complaint to the Office of Australian Information Commissioner www.oaic.gov.au or call the OAIC on 1300 363 992.

Privacy Review Statement

This privacy policy will be reviewed regularly to ensure it is in accordance with any changes that may occur and will be updated on our website.