

'For what purposes do we collect, hold, use and disclose your personal information?' to our contracted services providers (such as data processing organisations), government authorities (such as Medicare Australia), hospitals, medical and general treatment providers, persons authorised by you and our professional advisors, as well as to financial institutions to process payments.

We may disclose personal information to parties involved in a prospective or actual transfer of our assets or business.

### How to access and correct your personal information

We try to ensure that personal information we hold is accurate, complete and up to date. Please let us know if there are any errors in your personal information and keep us up to date with changes to your personal information such as change of contact details. You can request to update your personal information by contacting us as follows:

South Barwon Medical Centre  
Ph: 03 5243 1111  
Email: sbmc@sbmc.net.au  
Visit: sbmc.net.au  
Mail: 66 Settlement Road Belmont Victoria 3216

Lara Medical Centre  
Ph: 03 5282 1926  
Email: jy@laramedical.com.au  
Visit: laramedical.com.au  
Mail: 1 Patullos Road Lara Victoria 3212

Geelong Physiotherapy  
Ph: 03 5224 2829  
Email: reception@geelongphysiotherapy.com.au  
Visit: geelongphysiotherapy.com.au  
Mail: 42 Bellerine Street Geelong Victoria 3220

To access your clinical and health-related service records, you may do so by contacting our Practice Manager by calling or emailing and addressing your email to the attention of the Practice Manager:

South Barwon Medical Centre  
Email: sbmc@sbmc.net.au  
Ph: 03 5243 1111

Lara Medical Centre  
Email: jy@laramedical.com.au  
Ph: 03 5282 1926

Geelong Physiotherapy  
Email: reception@geelongphysiotherapy.com.au  
Ph: 03 5224 2829

Further information about how you may seek to access and/or correct your personal information held by South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy can be found in the GMHBA Limited Privacy Policy (which you can access as described in the 'How to access our Privacy Policy' section).

### How to contact us or make a complaint

If you have any concerns or complaints about the manner in which your personal information has been collected or handled by South Barwon Medical Centre, Lara Medical Centre or Geelong Physiotherapy, please refer to the GMHBA Limited Privacy Policy (which you can access as described in the 'How to access our Privacy Policy' section).

### Does your personal information get transferred outside of Australia?

From time to time we may need to disclose your personal information to organisations located outside of Australia in the ordinary course of everyday business.

We are responsible for taking reasonable steps to ensure the overseas organisations comply with Australian privacy laws.

The countries which we may disclose personal information in the course of our functions and activities are listed below:

- > United States; and
- > Canada

This list is updated from time to time. You can visit our Privacy Policy at any time to view the latest version.

### Direct Marketing and your privacy

From time to time we may contact you to provide you with information about other promotions, products and services offered by us, or our private health insurance businesses and health related businesses, or other service providers who have relationship with us, that may be of benefit to you and your family. This includes information about our health related businesses that may help improve your health and wellbeing.

When you become a South Barwon Medical Centre, Lara Medical Centre, or Geelong Physiotherapy patient you consent to us using your personal information for direct marketing purposes (for an indefinite period including after you may cease your association with us), unless you have contacted us to withdraw your consent.

If you do not wish to receive marketing material from us you can contact us at any time via the contact details found under the 'How to access and correct your personal information' in this privacy statement.

If you request not to receive marketing material, please note that we will still contact you in relation to our on-going relationship with you. For example, we will still send you reminders and statements that are relevant to the products and services you hold with South Barwon Medical Centre, Lara Medical Centre or Geelong Physiotherapy.

### How to access our Privacy Policy

To access our GMHBA Limited Privacy Policy visit [gmhba.com.au/privacy](http://gmhba.com.au/privacy) or call your local practice listed in this privacy statement. This privacy statement may change every so often. We recommended that you review our privacy statement or privacy policy from time to time.

# Privacy Statement

GMHBA Primary Care Businesses  
July 2021



This privacy statement relates to services provided by GMHBA Limited trading as South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy. In this privacy statement, references to 'South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy' are references to GMHBA Limited.

GMHBA Limited includes all health insurance businesses including the following brands; GMHBA Health Insurance, Frank Health Insurance (includes Frank Overseas Visitor Health Cover) and health related businesses (GMHBA Eye Care, Dental Care, Primary Care and Care Coordination Service).

South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy are committed to protecting your privacy. This privacy statement explains the type of personal and sensitive information including health information we collect and how we handle that information as a part of your relationship with South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy. We understand that the information that you entrust to us is private and confidential. Our staff are trained to respect your privacy in accordance with the applicable privacy laws and our own policies and procedures.

### What is personal information?

In this privacy statement 'personal information' means information or an opinion about an identified individual or an individual who is reasonably identifiable, whether the information or opinion is true or not, and whether the information or opinion is recorded in a material form or not.

Personal information includes 'sensitive information' (which includes health information, clinical records and information or an opinion about an individual's racial origin, political opinion, membership of a political association or trade union, religious beliefs, sexual preferences or criminal record) and 'health information' (which includes clinical records, information or an opinion about the health or a disability of an individual, the individual's wishes about the provision of health services, or health services provided or to be provided to an individual). In this privacy statement, a reference to personal information includes sensitive and health information

### How do we collect your personal information?

Personal information collected by South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy includes your name, date of birth, age, gender, address, contact details, details of previous health related providers you've been patient of and may also include your bank account or credit card details.

Sensitive information collected by South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy includes information about your health or medical history.

We generally collect personal information in person, in writing, by telephone, email or via our website. For example, we may collect information when you: make an appointment, purchase goods from us, you complete forms, send us an email, provide information during a visit to our practice, have customer interactions with us where we record system notes and voice recordings of telephone conversations.

If you contact us to enquire about our products and services via our website and any other communication channel, we may use your personal information to contact you for the purposes of providing you with further information and to follow up whether you have any interest in acquiring products and services from us. You can let us know at any time via the contact details included in this privacy statement if you no longer wish to be contacted for these purposes. Your consent will remain current until you advise us otherwise. Where you have provided us with personal information about other individuals (such as other immediate family members), you must ensure that

they are aware or will be aware of your provision of their personal information to us and how their personal information will be handled by us. If the information you are providing to us is health or sensitive information you must first obtain their consent before providing their information to us.

We may also collect information from third parties such as:

- Other healthcare services such as your private health insurance provider or Medicare
- From other health care providers (e.g. if you were referred to us by another health care professional)
- Our health insurance businesses and health related businesses
- For Marketing purposes when you obtain a quote from us or purchase any of our products
- Organisations engaged by GMHBA Limited to carry out functions on our behalf such as mail and data processing
- Recruitment Agencies when appointing employees and contractors

We may also collect information from our website such as:

- Information about your computer or web device
- Your IP Address, top level domain name, the date and time of your visit to our site
- The pages you have accessed or downloaded
- The address of the last site you visited
- Your operating system and the browser you used

This information is collected for statistical and administrative purposes, and to improve web based services. It does not readily identify individuals, and we will not attempt to identify individuals from the records our server generates unless it is necessary to do so for law enforcement purposes.

We may also use cookies to assign your device a user ID. Cookies contain information that allows us to identify your device. You can configure your browser so that it does not accept cookies, however this may minimise our ability to provide you with customised information. Further information can be found at [gmhba.com.au](http://gmhba.com.au) within the 'Website Terms of Use' section.

When you use our website or ask for general information, we may deal with you without requiring you to provide personal information. However, if you choose not to provide us with personal information, we may not be able to provide you with the services you require.

### For what purposes do we collect, hold, use and disclose your personal information?

South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy collect, hold, use and disclose your personal information to provide you with health care services including to:

- Manage our ongoing relationship with you
- Answer any queries you may have in relation to our services and products
- Administer, process and audit your patient files, including invoicing for health care services, credit card payment or to collect unpaid invoices
- Process payments in respect of your purchases and your private health insurance claim
- Contact you in relation to any matter relating to you or the health care service or products provided to you
- Assess your general health and wellbeing needs and to continue to meet those needs
- Follow you up regarding further examinations or treatments required
- Carry out any internal functions such as administration, accounting, quality assurance and information technology

- Conduct customer surveys including marketing and satisfaction surveys
- Conduct marketing, research and analysis and statistical analysis
- Resolve complaints or follow up on incidents
- Manage, review, develop and improve our services and products, and
- Confirm eligibility of a membership e.g. your health insurance provider

We may also, collect, hold, use and disclose your personal information to:

- Your nominated relatives in an emergency
- Government and regulatory bodies such as Medicare
- All private health insurance businesses and health related businesses (for example you may receive direct marketing material from GMHBA Health Insurance)
- Resolve any legal and/or commercial complaints or issues where we are required by law (e.g. compulsory notices from courts of law, tribunals or government agencies)
- Auditors and other service providers who we may appoint to ensure integrity of our operations and services
- Carrying out a review of the practice for the purposes of improving the quality of care provided
- Any other person or entity acting on our behalf
- Other healthcare professionals, for seeking a second opinion or a referral where you have consented to us obtaining the second opinion or the referral
- To third party health benefits providers and insurance companies to assist in the processing of a claim for reimbursement or payment of all or part of the cost of treatment submitted by you or on your behalf
- Recruit South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy staff
- Train our personnel
- Organisations that facilitate the sending of emails and SMS
- Perform any of our other functions and activities relating to our business

We will generally only use personal information for the purpose for which it is collected, or for a purpose that is related to, or in the case of sensitive or health information, directly related to, the purpose for which it was collected.

### Who do we disclose your personal information to?

South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy will not sell or disclose your personal details for any purpose that is not related to your relationship with us. We rely on third parties such data processing organisations and financial institutions to perform specialised activities for South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy and your personal information may be provided to these third parties to enable them to perform their agreed services.

In order to carry out our functions and activities, we may disclose your personal information to some service providers that are located outside of Australia. For example, organisations that facilitates the sending of emails and SMS which are located in the USA.

We do not disclose information outside of Australia unless we take steps as are reasonable in the circumstances to ensure that the overseas recipient will not breach the Australian Privacy Principles set out in the Privacy Act 1988 (Cth) in relation to the information.

South Barwon Medical Centre, Lara Medical Centre and Geelong Physiotherapy may also be required to disclose your personal information to comply with law, including the Health Records Act 2007 (Cth).

We may disclose personal information for the purposes described under the heading