
Perth Veterinary Specialists Privacy Policy

22/08/2016

ABOUT THIS PRIVACY POLICY

Perth Veterinary Specialists Ltd and each of its subsidiaries and affiliates (Perth Animal Surgery, Perth Veterinary Oncology, Veterinary Medicine Specialists, Veterinary Imaging Centre & Animal Emergency Care) recognise that your privacy is important to you and that you have a right to know how your personal information is used in our organisation.

Our veterinary surgeons create and maintain records of animals under their care in accordance with their legal and professional obligations. Nothing in this policy limits, or is intended to operate inconsistently with, those legal and professional obligations.

This policy explains how we collect your personal information, what we do with it, and how it is protected.

KINDS OF PERSONAL INFORMATION COLLECTED AND HELD

For the purposes of providing veterinary services to your pet or animal, the personal information we collect about you includes your:

- name and contact details (including residential or business address, email address, telephone number and emergency contact number);
- pet or animal ownership details; and
- the insurance details (if applicable) for the treatment of your pet or animal.

We may be required to collect your personal information under State and Territory veterinary surgeons legislation.

If you are a candidate for employment, we may collect other information. This may include information relating to your employment history, working eligibility rights, suitability for the role you are applying for, and your referee details.

Client information is not to be shared with anyone outside PVS unless express consent has been received from the appropriate source -
e.g. client / veterinarian / veterinary hospital

When requests for information are received and it is unclear of their authenticity staff are to check with the head of their department, one of the PVS Directors or the Hospital Manager.

No animals or their owners are to be photographed without their permission. Permission must also be gained before publishing any information on the website, external newsletters or company documents.

No photos or details regarding cases, clients or patients are to be uploaded to personal social media.

HOW PERSONAL INFORMATION IS COLLECTED AND HELD

How we collect your personal information:

Clients (pet owner/animal owner)

Normally we collect personal information from you directly. We may collect your personal information:

- during conversations with our staff (by phone, in person or electronically);
- when you present your pet or animal for treatment and complete registration forms or other documentation; or
- where you access and interact with the website (See the section headed 'Online and Digital Services' below for further information).

Perth Veterinary Specialists may collect personal information from entities within the Perth Veterinary Specialists.

We may also collect personal information from third parties including veterinary services that contract to offer services as part of our operation including the Animal Dermatology Clinic and any other contractors that may join us in the future.

Employees

If you apply for employment and complete forms applicable to the recruitment and selection process, we will collect your personal information through that process.

Veterinary Surgeons, Contractors and Others

Perth Veterinary Specialists may collect personal information about individual veterinary surgeons (for example where other veterinary surgeons are also involved in the care of an animal), contractors and other individuals who interact with us. This information is generally collected for administration and management purposes.

How we hold your personal information

We may hold your personal information in hard copy (paper) or electronic form.

If you provide information to us electronically, we retain this information in our computer systems and databases. Information held in electronic form is generally held on servers controlled by Perth Veterinary Specialists. Perth Veterinary Specialists uses physical security, password protection and other measures to ensure that personal information stored in electronic form is protected from misuse, interference and loss; and from unauthorised access, modification and disclosure.

Personal information collected in hard copy (paper) form may be converted to electronic form. Information held in paper-based form is generally securely stored at our veterinary hospital. Perth Veterinary Specialists uses physical security and other measures to ensure that personal information in hard copy form is protected from misuse, interference and loss; and from unauthorised access, modification and disclosure.

ANONYMITY AND PSEUDONYMITY

You have the option of not identifying yourself, or using a pseudonym, when dealing with Perth Veterinary Specialists (where this is lawful and practicable for example, when making an enquiry). However, it may not always be practicable to deal with you anonymously or pseudonymously on an ongoing basis (for example, when providing treatment to your pet or animal). If we do not collect personal information about you, we may be unable to provide your pet or animal with the veterinary services you have asked us to provide.

PURPOSES FOR COLLECTING, HOLDING, USING AND DISCLOSING PERSONAL INFORMATION

The main purposes for which we collect, hold and use your personal information are:

- to provide safe and effective veterinary care to your pet or animal;
- to communicate with you about upcoming appointments, operating schedules, treatment schedules and other related veterinary care matters; and
- to answer your questions, provide you with information or advice (including specialist & general pet health advice) or consider and respond to requests or complaints made by you.

If you are a candidate for employment, we may use your personal information to assess your suitability for a position at Perth Veterinary Specialists.

We may disclose your personal information to other veterinary care professionals (for example, veterinary pathologists) in the course of the provision of veterinary care to your pet or animal (where this is consistent with our veterinary surgeons' legal and professional obligations).

We may also use and disclose your personal information for other purposes required for the administration and operation of Perth Veterinary Specialists, including:

- administering billing (including administration of insurance and other third-party payment arrangements) and debt recovery;
- managing, monitoring, planning and evaluating our services;
- safety and quality assurance and improvement activities;
- training of staff and veterinary care workers;
- testing and maintenance of information technology systems;
- risk management and management of legal liabilities and claims (for example, liaising with Perth Veterinary Specialists' insurers and legal representatives);
- obtaining advice from consultants and professional advisers;
- responding to subpoenas or other legal orders and obligations; and
- to comply with laws or regulations or to comply with any directions given by regulators or authorities (including with respect to quarantine, public health and notifiable diseases).

Other third parties to whom we may disclose personal information to include data analysts, IT service providers and our advisors including our professional advisors (including legal and financial advisors).

We may collect, hold, use and disclose personal information for other purposes explained at the time of collection.

DIRECT MARKETING

Perth Veterinary Specialists may send you direct marketing communications to keep you informed about events and services the Perth Veterinary Specialists group of companies provide which are related to the health of your pet (for example, via email, SMS, or regular mail).

Perth Veterinary Specialists acknowledges and respects its customers' choice to "opt-out" of direct marketing communication activities undertaken by Perth Veterinary Specialists. You may opt out of direct marketing communications at any time by contacting us on **(08)9204 0400** or by emailing admin@perthvetspecialists.com.au

If you have indicated a preference for a method of communication, we will endeavour to use that method wherever practical to do so.

You can unsubscribe from marketing emails by clicking the unsubscribe link on the footer of the email communication you have received.

OVERSEAS DISCLOSURE OF PERSONAL INFORMATION

Unless we have your consent, or an exception under the Australian Privacy Principles applies, we will only disclose your personal information to overseas recipients where we have taken reasonable steps to ensure that the overseas recipient does not breach the Australian Privacy Principles in relation to your personal information.

ONLINE AND DIGITAL SERVICES

Third party sites

Perth Veterinary Specialists' website or communications may also contain links to websites which are owned or operated by other parties. You should make your own enquiries as to the privacy policies of these parties. We are not responsible for information on, or the privacy practices of, any third party websites.

Cookies and Digital Identifiers

Generally, individuals can use our digital services without identifying themselves. We may collect device identification information when you use a computer, mobile phone, smart phone, tablet, or other device to interact with us through our sites (www.perthvetspecialists.com.au) or other applications. This information may include session cookies, your device IMEI number, IP address or MAC address. In some cases, these identifiers may only relate to a device or may be of an aggregated or statistical nature, and will not identify you as the user. In other cases we may associate information about your use of the website and other digital services over time with your personal information, for example, where on any occasion you have logged in, followed a link sent to you by email or we have otherwise been able to identify you.

Our website uses a technology called cookies. A cookie is a small element of data that our website may send to your computer. A cookie is typically stored on your computer's hard drive and permits our website to recognise you when you return. Our use of cookies helps us to provide you with a better experience during your use of our website by allowing us to understand what areas of the site are of interest to you. You may configure your web browser to not accept cookies, although you may experience a loss of functionality as a result.

Perth Veterinary Specialists and third-party vendors use first-party cookies and third-party cookies together to inform, optimize, and serve ads based on an individual's past visits to our website and third party websites.

ACCESSING AND SEEKING CORRECTION TO PERSONAL INFORMATION

Accessing Personal Information

You are entitled to access your personal information held by Perth Veterinary Specialists on request. To request access to your personal information, please contact The Privacy Officer using the contact details set out below under 'Contacting Us'. In limited circumstances, access to your personal information may be declined in accordance with the Australian Privacy Principles. We may charge a reasonable fee for providing access to your personal information.

Updating personal Information

Perth Veterinary Specialists will endeavour to keep your personal information accurate, up-to-date and complete. You can assist us with this by letting us know if you notice errors or discrepancies in information we hold about you and letting us know if your details change.

If you consider any personal information we hold about you is inaccurate, out-of-date, incomplete, irrelevant or misleading you are entitled to request correction of the information. After receiving a request from you, we will take reasonable steps to correct your information.

Destruction of Personal Information

Perth Veterinary Specialists take reasonable steps to destroy or permanently de-identify your personal information where it is no longer required. Personal information which forms part of our veterinary surgeons' treatment records must be maintained in accordance with legislative and professional requirements.

COMPLAINTS ABOUT HANDLING OF PERSONAL INFORMATION

If you have any questions or concerns about this Privacy Policy or how your personal information has been handled by Perth Veterinary Specialists, you may contact us at any time. The contact details for the Perth Veterinary Specialists Privacy Officer are set out below under 'Contacting Us'.

We will consider and respond to your complaint within a reasonable period. If you are not satisfied with our response to a complaint, or you consider that Perth Veterinary Specialists may have breached the Australian Privacy Principles or the Privacy Act, you are entitled to make a complaint to the Office of the Australian Information Commissioner.

The Office of the Australian Information Commissioner can be contacted by telephone on **1300 363 992**. Full contact details for the Office of the Australian Information Commissioner can be found online at www.oaic.gov.au.

CHANGES TO THIS POLICY

Perth Veterinary Specialists reserves the right to make changes to this Privacy Policy from time to time. Any changes to the Privacy Policy will be published on Perth Veterinary Specialists' website. This Privacy Policy was last amended in March 2014. We encourage you to periodically review the Privacy Policy for the latest information on Perth Veterinary Specialists' privacy practices.

This Privacy Policy may also be found on Perth Veterinary Specialists' website [**www.perthvetspecialists.com.au**](http://www.perthvetspecialists.com.au)

CONTACTING US

If you would like to contact us in relation to this Privacy Policy or your personal information please contact us at:

The Privacy Officer – Perth Veterinary Specialists

Telephone: (08)9204 0400

Fax: (08)9204 5677

Email: admin@perthvetspecialists.com.au