Privacy Policy – Reviewed July 2026

Policy Review Statement

This Privacy Policy is reviewed regularly to ensure it remains current and compliant with any legislative or operational changes. You can view our practice Privacy Policy on our website or request a printed copy at reception.

Introduction

This Privacy Policy outlines how Langford Medical complies with the *Privacy Act 1988* and other relevant legislation in collecting, storing, using, and managing your personal information.

Consent

By registering as a patient and engaging our services, you acknowledge that you have been made aware of this Privacy Policy and consent to the collection, use and disclosure of your personal information as outlined in this policy.

What personal information do we collect and hold?

Personal information is information about an identified individual. The types of personal information we may collect and hold include:

- **Identity information** — names, address, date of birth, gender, email address, telephone numbers, health identifiers, next of kin.
- **Billing and administrative information** — Medicare number, health insurance membership details.
- **Medical information** — medical history, clinical notes, test results, treatment plans, prescribed medications, allergies, adverse events, immunisations, social history, family history, and risk factors.

Why do we collect, maintain, use, and disclose your personal information?

We collect, maintain, use, and disclose your personal information to assist our medical practitioners in providing appropriate care, treatment, and services.

We also use your information to manage business-related activities such as financial claims, payments, practice audits, accreditation, and general business processes.

We may use de-identified patient information for quality improvement activities, accreditation requirements, clinical auditing, service planning, staff education and research, where permitted by law.

We may communicate with you by email, mail, or SMS to:

- Provide important information about services offered by our practice.
- Respond to online enquiries or process appointment requests.

- Notify you about healthcare services, health promotion activities, preventative health initiatives or practice services that may assist in managing your healthcare needs.
- Send appointment reminders and follow-up notifications, including preventative health services such as immunisations, cervical screening, annual health assessments, or other consultations and tests.

If you do not consent to SMS communication, you may opt out at any time by notifying us in writing, using the link provided in the SMS, or advising reception in person or by phone.

How do we collect your personal information?

We may collect your personal information from:

- Langford Medical staff such as receptionists or nurses.
- Your interactions with our website (including cookies).
- Phone, email, SMS, online appointment systems, or social media platforms linked to our website.
- Medical services provided by our practitioners — each consultation adds information to your digital medical record.

We may also collect information from other sources when it is not practical or reasonable to obtain it directly from you, including:

- A parent, carer, or guardian.
- External healthcare providers such as specialists, allied health professionals, hospitals, community health services, pathology, and diagnostic imaging services.
- Medicare, your health fund, or the Department of Veterans' Affairs.
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How do we store and protect your personal information?

We handle all patient information in accordance with professional confidentiality obligations. We take reasonable steps and implement safeguards to protect your personal information, including:

- A robust IT system with firewalls, virus protection, password management, backups, and ongoing hardware/software maintenance.
- Controlled staff access levels, secure internet use, and signed confidentiality agreements.
- Building security measures and alarms.

Dealing with us anonymously

You may deal with us anonymously or under a pseudonym unless it is impracticable for us to do so or unless we are required or authorised by law to only deal with identified individuals.

With whom and why would we share your personal information?

We may share your personal information:

- With third parties who work with our practice for business purposes (e.g., accreditation agencies, IT providers). These parties must comply with the Australian Privacy Principles and this policy.
- With external healthcare providers such as hospitals and community services.
- When required or authorised by law (e.g., court subpoenas).
- When necessary to lessen or prevent a serious threat to a patient's life, health, or safety, or to public health or safety, and it is impractical to obtain consent.
- To establish, exercise, or defend an equitable claim.
- For confidential dispute resolution processes.
- When statutory requirements mandate sharing certain information (e.g., notifiable diseases).
- During the provision of medical services using digital health platforms such as My Health Record and HealthLink.

Electronic Communication

While Langford Medical takes reasonable steps to protect information transmitted electronically, patients should be aware that electronic communications, including email and SMS, may not always be secure. By providing an email address or mobile phone number, patients consent to receiving communications electronically and acknowledge the inherent risks associated with these methods of communication.

To facilitate continuity of care, Langford Medical may electronically transmit referral letters, medical summaries, pathology results, diagnostic imaging reports and other relevant health information to specialists, hospitals, allied health providers and other healthcare practitioners involved in a patient's care using secure electronic messaging systems, including HealthLink, Medical Objects, secure email or other approved digital health platforms.

We do not share personal information outside Australia without the patient's express consent. Only people who need access to your information will be able to do so. Other than as described in this policy or in the course of providing medical services, your information will not be shared.

Data Breach Management

In the event of an eligible data breach, Langford Medical will respond in accordance with the Notifiable Data Breaches Scheme under the Privacy Act 1988, including notifying affected individuals and the Office of the Australian Information Commissioner where required.

How can you access and correct your personal information?

You may request access to the personal information we hold about you and request corrections if needed. Requests must be submitted using the form available at reception. Fees apply, and requests will be actioned within a reasonable timeframe.

We take reasonable steps to ensure your information is accurate and up to date. From time to time, we may ask you to verify your details. You may also request updates in writing or by advising reception during your visit.

What to do if you would like to make a complaint about a breach of the Australian Privacy Principles
If you have concerns about this Privacy Policy or wish to make a complaint about a breach of the Australian Privacy Principles, please contact the Practice Manager on **08 9451 1377 / manager@langfordmedical.com.au** or in writing at:
Langford Medical Centre **6/76 Langford Avenue, LANGFORD WA 6147**
All complaints will be managed in accordance with our complaints resolution policy and procedure.
You may also lodge a complaint with the **Office of the Australian Information Commissioner (OAIC)**. Information about their complaint process is available at **www.oaic.gov.au**.