Privacy Policy

Armidale Ultrasound is committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy explains how we collect, use, disclose, and protect your personal information in accordance with the *Privacy Act 1988 (Cth)* and the Australian Privacy Principles (APPs).

Collection of Personal Information

We may collect personal and sensitive information that is necessary to provide medical imaging services, including but not limited to:

- Your name, date of birth, address, phone number and email address
- Medicare and health fund details
- Referral information from your healthcare provider
- Medical and health information relevant to your imaging examination
- Appointment and billing details

Personal information may be collected through our website, by phone, in person, or from referring healthcare providers.

Use of Personal Information

Your personal information is collected and used for purposes including:

- Providing medical imaging services
- Managing appointments and patient care
- Communicating with you and your referring healthcare provider
- Billing, bulk-billing, and administrative purposes
- Meeting legal and regulatory requirements

We only use your information for purposes directly related to your care or where otherwise permitted or required by law.

Disclosure of Personal Information

We may disclose your personal information to:

- Referring doctors and other healthcare providers involved in your care
- Medicare, health funds, or government agencies for billing and compliance
- Service providers who assist us in operating our business (such as IT or practice management systems), where confidentiality is maintained

We do not sell or rent your personal information.

Website and Online Forms

When you visit our website, limited information may be collected automatically (such as IP address or browser type) for website functionality and improvement. If you submit an enquiry or appointment request through our website, the information you provide will be used only to respond to your request or manage your care.

Data Security

We take reasonable steps to protect your personal information from misuse, loss, unauthorised access, modification, or disclosure. This includes secure electronic systems and restricted access to patient information.

Access and Correction

You have the right to request access to your personal information and to request corrections if you believe it is inaccurate or incomplete. Requests can be made by contacting us using the details below.

Complaints

If you have a concern or complaint about how your personal information has been handled, please contact us. We take privacy concerns seriously and will respond promptly. If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner (OAIC).

Contact Us

If you have any questions about this Privacy Policy or how your information is handled, please contact:

Armidale Ultrasound
Phone: **02 5795 1155**