

Kew City Medical Centre

Privacy Policy

1. Who can I contact about this policy?

For enquiries concerning this policy, you can contact practice manager at Kew city medical centre by one of the following methods

- Mail:
Kew City Medical Centre
Shop 1, 251 High Street
Kew VIC 3101
- Phone:
03 9853 9000
- Email:
info@kewcmc.com.au

2. When and why is your consent necessary?

When you register as a patient of this practice, you provide consent for the GPs and practice staff to access and use your personal information to facilitate the delivery of healthcare. Access to your personal information is restricted to practice team members who require it for your care. If we ever use your personal information for purposes other than outlined in this document, we will obtain additional consent from you.

It is important to us that as our patient, you understand why we collect and use your personal information.

By acknowledging this Privacy Policy you consent to us collecting, holding, using, retaining and disclosing your personal information in the manners described below.

3. Why do we collect, use, store, and share your personal information?

The practice collects, uses, stores, and shares your personal information primarily to manage your health safely and effectively. This includes providing healthcare services, managing medical records, and ensuring accurate billing and payments. Additionally, we may utilise your information for internal quality and safety improvement processes such as practice audits, accreditation purposes, and staff training to maintain high-quality service standards.

4. What personal information is collected?

The information we will collect about you includes your:

- names, date of birth, addresses, contact details
- medical information including medical history, medicines, allergies, and adverse reactions immunisations, social history, family history and risk factors

- Medicare number (where available) for identification and claiming purposes
- healthcare identifier numbers
- health fund details.

5. Can you deal with us anonymously?

You have the right to ask to 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.

There are circumstances where it may not be practicable for us to provide services anonymously or under a pseudonym. For example, we generally need to identify you when providing ongoing medical care, accessing or updating your medical record, prescribing medicines, arranging referrals, processing Medicare or private health insurance claims, or where we are required or authorised by law to identify you.

If you choose not to identify yourself or use a pseudonym, this may affect our ability to provide you with certain healthcare services, maintain an accurate medical record, communicate with you, arrange referrals or investigations, or process Medicare or health fund rebates.

Where practicable, we will provide reasonable options for patients who wish to make a general enquiry or communicate with the practice anonymously or under a pseudonym.

If you wish to make an anonymous or pseudonymous enquiry, please discuss this with our reception or practice team. We will consider your request in accordance with our obligations under the Privacy Act 1988 and the Australian Privacy Principles.

6. How is personal information collected?

The practice may collect your personal information in several different ways:

When you make your first appointment, the practice team will collect your personal and demographic information via your registration.

We may also collect your personal information when you visit our website, send us an email or SMS, telephone us, make an online appointment, or communicate with us using social media.

In some circumstances, personal information may also be collected from other sources, including:

- Your guardian or responsible person.
- Other involved healthcare providers, such as specialists, allied health professionals, hospitals, community health services, and pathology and diagnostic imaging services.
- Your health fund, Medicare, or the Department of Veterans' Affairs (if relevant).
- While providing medical services, further personal information may be collected via:
 - electronic prescribing

- My Health Record
- online appointments.

Various types of images may be collected and used, including:

- CCTV footage: Collected from our premises for security and safety purpose
- Photos and medical images: These can be taken using personal devices for medical purposes, following the guidelines outlined in our guide on using personal devices for medical images.

We will always comply with privacy obligations when collecting personal information from third-party sources. This includes ensuring transparency with patients, obtaining necessary consents, maintaining data accuracy, securing the information, and using it only for specified purposes

7. When, why and with whom do we share your personal information?

We sometimes share your personal information:

- with third parties for business purposes, such as accreditation agencies or information technology providers – these third parties are required to comply with APPs and this policy
- with other healthcare providers (e.g. In referral letters)
- when it is required or authorised by law (e.g. court subpoenas)
- when it is necessary to lessen or prevent a serious threat to a patient's life, health or safety or public health or safety, or it is impractical to obtain the patient's consent
- to assist in locating a missing person
- to establish, exercise or defend an equitable claim
- for the purpose of confidential dispute resolution process
- When it is a statutory requirement to share certain personal information (e.g. some diseases require mandatory notification)
- When it is provision of medical services, through electronic prescribing, My Health Record (e.g. via Shared Health Summary, Event Summary).

Only people who need to access your personal information will be able to do so. Other than providing medical services or as otherwise described in this policy, the practice will not share personal information with any third party without your consent.

We do not share your personal information with anyone outside Australia (unless under exceptional circumstances that are permitted by law) without your consent.

8. Will your information be used for marketing purposes?

The practice will not use your personal information for marketing any goods or services directly to you without your express consent. If you do consent, you may opt out of direct marketing at any time by notifying the practice in writing.

9. How is your information used to improve services?

The practice may use your personal information to improve the quality of the services offered to patients through research, analysis of patient data for quality improvement and for training activities with the practice team

We may provide de-identified data to other organisations to improve population health outcomes. If we provide this information to other organisations patients cannot be identified from the information we share, the information is secure and is stored within Australia. You can let reception staff know if you do not want your de-identified information included.

At times, general practices are approached by research teams to recruit eligible patients into specific studies which require access to identifiable information. You may be approached by a member of our practice team to participate in research. Researchers will not approach you directly without your express consent having been provided to the practice. If you provide consent, you would then receive specific information on the research project and how your personal health information will be used, at which point you can decide to participate or not participate in the research project.

10. How are document automation technologies used?

Document automation is where systems use existing data to generate electronic documents relating to medical conditions and healthcare.

The practice uses document automation technologies to create documents such as referrals, which are sent to other healthcare providers. These documents contain only your relevant medical information.

These document automation technologies are used through secure medical software Best Practice.

All users of the medical software have their own unique user credentials and password and can only access information that is relevant to their role in the practice team.

The practice complies with the Australian privacy legislation and APPs to protect your information.

All data, both electronic and paper are stored and managed in accordance with the Royal Australian College of General Practitioners [Privacy and managing health information guidance](#).

11. How are Artificial Intelligence (AI) Scribes used?

Currently, the practice does not use an AI scribe tool to support GPs in taking notes during consultations with you. However, this may change following further review and assessment of the technology to improve efficiency.

An AI scribe uses an audio recording of your consultation to generate a clinical note for your health record.

The practice will only use data collected through our digital scribe service for the purpose of providing healthcare to you.

12. How is your personal information stored and protected?

Your personal information may be stored in various forms, such as paper records, electronic records, and visual records

The practice stores all personal information securely. Electronic records are stored within secure information systems and are protected through measures such as password protection, user access controls, and other appropriate security safeguards. Access to personal information is limited to authorised staff and contractors who require the information to perform their duties.

The practice takes reasonable steps to ensure that personal information is stored securely and protected from unauthorised access, loss, misuse, alteration, or disclosure.

Hard-copy records, where applicable, are stored in secure areas such as locked cabinets or other restricted-access locations. Staff and contractors are required to maintain the confidentiality and security of personal information and may be required to comply with confidentiality agreements and relevant privacy policies.

The practice regularly reviews its information security arrangements to help protect personal information. Specific details about security systems, passwords, access controls, or other protective measures are not disclosed where doing so could compromise the effectiveness of these safeguards.

The practice uses CCTV cameras in selected areas of the premises for security and safety purposes. CCTV cameras are not located in consultation rooms, treatment rooms, or other areas where patients have a reasonable expectation of privacy.

CCTV may operate in areas such as the building entrances, reception or other common areas, where applicable.

CCTV recordings are stored securely and access is restricted to authorised personnel for legitimate purposes, such as security, safety, incident investigation, or where otherwise required or permitted by law. Recordings are retained only for as long as reasonably necessary in accordance with the practice's policies and applicable legal requirements.

The practice takes reasonable steps to protect CCTV recordings from unauthorised access, use, disclosure, alteration, or loss.

13. How can you access and correct your personal information at the practice?

You have the right to request access to, and correction of, your personal information.

The practice acknowledges patients may request access to their medical records.

Patients can phone or email the practice to request the relevant form. The completed and signed form can then be returned to the clinic in person or via email.

The practice will respond to any requests to access or correct your personal information within 30 calendar days. An administration fee of \$25 applies for the release or transfer of a complete medical record. Alternatively a copy of your health summary can be provided at no cost.

The practice will take reasonable steps to ensure that your personal information is accurate, complete, and up to date. From time to time, we may ask you to verify that the personal information we hold about you is correct and current. You may request that we correct or update your personal information. To make a request, please contact the practice in person or by email at info@kewcmc.com.au.

14. How can you lodge a privacy-related complaint, and how will the complaint be handled at the practice?

We take complaints and concerns regarding privacy seriously. If you have any concerns about how your personal information has been handled, we encourage you to raise your concerns with us. We will investigate and attempt to resolve your complaint in accordance with our complaint resolution procedure.

You may contact the Practice Manager using one of the following methods:

- Mail:
Kew City Medical Centre
Shop 1, 251 High Street
Kew VIC 3101
- Phone:
03 9853 9000
- Email:
info@kewcmc.com.au

The practice will acknowledge your privacy complaint within 2 business days of receiving it and will aim to provide a response and outcome within 30 calendar days.

If your complaint is complex and requires additional time to investigate, we will let you know and provide an expected timeframe for our response.

If you do not feel we have resolved your issue You may also contact the Office of the Australian Information Commissioner. The Office of the Australian Information Commissioner will require you to give them time to respond before they investigate. For further information visit www.oaic.gov.au or call the OAIC (Office of the Australian Information Commissioner) on 1300 363 992.

15. How is privacy on the website maintained?

When you use our website or communicate with the practice electronically, we may collect personal information that you choose to provide, such as your name, contact details, and the information contained in your enquiry or communication.

Our website may also collect limited technical information about your visit, such as your IP address, browser type, device information, and the pages you access. We may use cookies and website analytics to help us understand how visitors use our website, improve its functionality, and enhance the user experience.

Where third-party services are used on our website, such as online appointment booking or website analytics, those services may collect information in accordance with their own privacy policies.

We take reasonable steps to protect personal information collected through our website and digital communications from unauthorised access, use, disclosure, or loss.

We do not use personal information collected through our website or digital communications for purposes unrelated to providing healthcare or managing your enquiries, unless permitted or required by law.

At Kew City Medical Centre any personal information you share with us through website, email, and social media, is handled securely and confidentially. This practice uses analytics and cookies.

16. Policy review statement

Our privacy policy is regularly reviewed to ensure compliance with current obligations.

If any changes are made:

- They will be reflected on the website.
- Significant changes may be communicated directly to patients via email or other means.

Please check the policy periodically for updates. If you have any questions, feel free to contact us.