Qr8 MediSkin Privacy Policy

1. About this policy

Qr8 MediSkin (ABN 14 765 607 304) provides private online medical care for skin and hair across Australia. This policy explains what personal information we collect, why, how we look after it, and your rights. We follow the *Privacy Act 1988* (Cth) and the Australian Privacy Principles.

It applies to patients, people who book or enquire, newsletter subscribers, referring health professionals, and visitors to qr8mediskin.com.

The short version

- Your health questionnaire, photos and medical records are held in our secure patient records system, not on our website.
- Only the people caring for you see your health information.
- We never sell your information, and we never share your health information with advertisers.
- Our website only uses Google and Meta tracking tools if you say yes.
- You can ask to see or correct your information at any time.

Contact us

Privacy Officer, Qr8 MediSkin 39 Collingwood St, Albion QLD 4010 Email: info@qr8list.com Phone: 07 3325 9700 (Monday to Friday, 9am to 5pm Queensland time)

2. What we collect and how

We only collect information we need to care for you, run our service and meet our legal obligations.

Information you give us

- **Contact and identity details:** name, date of birth, gender, email, phone, delivery address, and your location in Australia at the time of a consultation.
- **Health information:** your medical history, skin or hair concerns, medicines, allergies, pregnancy or breastfeeding status, questionnaire answers, clinical photographs, consultation notes, prescriptions and treatment plans.

- **Payment details:** billing name, transaction records and, if you choose to save it, your card. Saved cards are held securely in our patient records system, only with your consent, and charged only for consultations and treatment you have agreed to. You can ask us to remove a saved card at any time.
- **Communications:** emails, phone calls, messages and anything else you send us.
- **Other people's details:** for example, a parent or guardian for a patient under 18, or a referring GP. Please let that person know before you share their details with us.

How we collect it

- Directly from you, through our patient portal, health questionnaire, video consultations, email and phone.
- From health professionals who refer you to us, or whom you ask us to contact.
- From your use of our website, through the tools described in section 3.

We do not collect health information on our website. Your health questionnaire, photos, records and booking details are collected only through secure platforms outside qr8mediskin.com, such as our patient portal. Our website's advertising and tracking tools cannot see them.

Our website only collects the basic details you choose to give us, such as your name and email when you subscribe to our newsletter, contact us or book a discovery call.

Health information is sensitive information

The law gives health information extra protection. We collect it only with your consent and only to provide your care, unless the law requires or allows otherwise.

If you do not give us the information we need, we may not be able to safely provide a consultation or treatment.

3. Our website, cookies and tracking

We only use advertising and analytics tools on qr8mediskin.com if you say yes.

What we use

- **Essential cookies** keep the website working and remember your privacy choice. These are always on.
- **Google tools** (Google Tag Manager, Google Analytics and Google Ads) help us count visits and see how people use the site.
- **Meta Pixel** (Facebook and Instagram) helps us see which of our ads work and show our ads to people who have visited.

These tools can record which pages you view, your device and browser, your approximate location, and how you arrived at our site. Because ours is a health website, the pages you view could suggest a skin or hair concern. That is why we ask first.

Your choice

When you first visit, we ask whether you agree to these tools. They stay switched off until you choose **Accept**. If you choose **No thanks**, the whole website still works.

You can change your mind at any time with **Privacy settings** at the bottom of any page. Your choice is saved on your device for 12 months, then we ask again.

We do not use these tools in our patient portal, health questionnaire or consultations.

Google and Meta handle the information they collect under their own privacy policies. You can also manage advertising preferences in your Google and Meta account settings.

4. How we use and share your information

We use your information to care for you and run our service, and we share it only where that care or the law requires.

How we use it

- To assess you, provide consultations, prescribe treatment and support you between appointments.
- To arrange compounding and delivery of your treatment.
- To book appointments, send reminders and take payments.
- To answer your questions and keep accurate records.
- To meet our legal, professional and insurance obligations.
- To improve our service and website, using information that does not identify you wherever possible.
- To send you our newsletter or updates, if you have agreed (see section 5).

We will not use your health information for any other purpose without your consent, unless the law requires or allows it.

Who we share it with

- **Your Qr8 care team:** our doctors, nurses and clinical staff.
- **Our compounding pharmacy:** your prescription and the details needed to make and send your treatment.
- **Couriers:** your name, delivery address and phone number.

- **Other health professionals:** such as your GP or a specialist, only with your consent, or in an emergency.
- **Service providers** who help us run Qr8, such as our patient records system, payment, email and website providers. They may only use your information to provide their service to us.
- **Professional advisers, insurers and regulators** where needed, such as our lawyers, accountants, medical indemnity insurer, or AHPRA.
- **Anyone the law requires**, such as a court or government agency.

We never sell your information. We never share your health information with advertisers, and we never use your photos for marketing unless you have seen them and given us written permission.

Storage in Australia and overseas

Everything to do with your medical care, including your records, photos, appointments, reminders, messages and payments, is managed through our secure patient records system, which stores your information in Australia.

To deliver emails and process card payments, that system's partners may handle limited details, such as your email address or card details, outside Australia, mainly in the United States. Our newsletter provider, and Google and Meta if you accept website tracking, may also hold your email address or website activity overseas. None of these receive your medical records. We take reasonable steps to make sure these providers protect your information in line with the Australian Privacy Principles.

5. Security, records, emails and anonymity

Keeping your information secure

We take reasonable steps to protect your information from misuse, loss and unauthorised access. These include:

- an encrypted patient records system with two-factor sign-in for our team
- secure video consultations run through our patient records system, using Zoom
- never recording audio or video of your consultations
- giving staff access only to the information they need for their role
- confidentiality obligations for everyone on our team

No system is completely secure, but we review our safeguards regularly.

How long we keep records

Like every medical service, we must keep medical records, including photographs, for at least ten years after your last consultation. For patients under 18, we keep them for at least ten years after the year they turn 18. Inactive files are archived securely. When we no longer need information, we destroy it or remove anything that identifies you.

Newsletter and updates

We only send our newsletter, The Footnote, and other updates if you have subscribed or agreed. Every email has an unsubscribe link, or you can email info@qr8list.com. Unsubscribing does not stop messages about your care, appointments or payments.

We never give your details to other organisations for their marketing.

Staying anonymous

You can browse our website, read our articles or ask a general question without telling us who you are. To provide a consultation or treatment, we must know who you are.

6. Your rights

Seeing and correcting your information

You can ask for a copy of the information we hold about you, or ask us to correct anything that is wrong or out of date. Email info@qr8list.com. We will confirm your identity first, then respond within 30 days. There is no charge to ask. If giving you a copy takes significant time, we may charge a reasonable fee and will tell you first.

In rare cases the law allows us to refuse, for example if access would put someone's health or safety at serious risk. If we refuse, we will explain why in writing.

We can only discuss your care or payments with you, or with a parent or guardian on the account of a patient under 18.

Data breaches

If a data breach is likely to cause you serious harm, we will tell you and the Office of the Australian Information Commissioner, as the Notifiable Data Breaches scheme requires.

Complaints

If you are unhappy with how we have handled your information, please tell our Privacy Officer at info@qr8list.com or on 07 3325 9700. We will acknowledge your complaint within 5 business days and aim to resolve it within 30 days.

If you are not satisfied with our response, you can contact the Office of the Australian Information Commissioner:

- Website: oaic.gov.au
- Phone: 1300 363 992

For complaints about a health service in Queensland, you can also contact the Office of the Health Ombudsman on 133 646.

Changes to this policy

We may update this policy from time to time. The latest version is always available at qr8mediskin.com/privacy, with the date it was last updated.

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