

ZEST's Australian Privacy Principles (APP) privacy policy

Scope

This statement applies to all personal and sensitive information collected by Nexus Australasia Pty/Ltd T/A ZEST Healthcare Communications and T/A as ZEST Health Strategies (ZEST). Further specific policies may apply to particular patient and healthcare professional programs administered by ZEST Healthcare Communications.

Type of information collected

ZEST will collect and securely store personal information including, but not limited to, postal addresses, email addresses and telephone numbers, where it has been provided for a specific purpose, for example feedback, on-going contact or subscription to a blog or newsletter.

With consent ZEST will also collect sensitive information relating to health when it is necessary to administer a health-related program. This may include date of birth, medical history, treatment history and contact details for healthcare professionals involved with a patient's care.

ZEST uses Google Analytics to collect de-identified information about how people use our websites.

Google Analytics uses cookies to collect information about which pages have been visited, length of time spent on the site, and navigation pathways (for example from a search engine, a link, an advertisement etc.) and screens selected. Information collected by cookies (including IP addresses) is transmitted to and stored by Google on servers in the USA.

Method of collection

Personal and sensitive information is collected in a number of ways, including from business cards, direct email, online data entry, verbally, by fax and by mail.

Storage of information

Personal information relating to day-to-day is maintained in an online CRM database, which is password protected. In addition, individual staff members may maintain a personal

'contacts list' containing personal information required for them to perform their daily duties, which is also password protected.

Personal and sensitive information collected in order to administer health-related programs, when digital, is held in encrypted form in password-protected, program-specific databases. Hardcopy information of this nature is held in secure locked cabinets.

Use and disclosure of information

Personal information relating to day-to-day business is used primarily for liaising about current and future business. When personal information has been provided for a specific reason – for instance to receive blog updates – it is used for this purpose. Personal information relating to current and prospective clients is also used for direct marketing purposes. As per APP 7, clause 7.2 (b) these clients would reasonably expect to receive occasional marketing from ZEST.

ZEST will not share personal information with any other parties without permission unless it:

- is required or authorised by law
- will prevent or lessen a serious and imminent threat to someone's health
- is basic contact information required for direct marketing activities.

Other than information collected by Google Analytics from our websites (see above), no personal or sensitive information is disclosed to overseas recipients.

Accessing your information

You may request access to or correction of personal information about you that ZEST hold's at any time. You may opt out of any further contact from ZEST. To protect your privacy and the privacy of others, ZEST will need evidence of your identity before information about you can be accessed or changed. Please contact the ZEST Privacy Officer.

You can opt out of Google Analytics if you disable or refuse cookies, disable JavaScript, or use the opt-out service provided by Google.

If you wish to make a complaint

ZEST is bound by the *Privacy Act 1988 (Cth)*, and the *Privacy Amendment (Enhancing Privacy Protection) Act 2012*. If you feel we have breached one or more of the APPs you please complain directly to the ZEST Privacy Officer in writing. If you have not received a response within 30 days, or are dissatisfied with the response, you can contact the Office of the Australian Information Commissioner (OAIC).

Contact us

Privacy Officer
ZEST Healthcare Communications
Suite 1, Ground Floor
213 Miller Street
North Sydney NSW 2060