

Empowered Lactation

With Emma

Privacy Policy

Introduction

This is the Privacy Policy of Empowered Lactation with Emma ABN 99795901216. If you have any questions or need further information, please reach out to Emma Maher at hello@empoweredlactationwithemma.com.au.

I am committed to protecting your privacy, whether you are a contact, client or contractor of mine.

This document describes how I collect and manage your personal and sensitive information when you interact with my business. I take this responsibility very seriously, especially in a current world of technology where things are not as simple as they used to be. If you have any questions or concerns about how your personal or sensitive information is being handled, please do not hesitate to contact me directly.

I agree to comply with the Australian Privacy Principles set out in the *Privacy Act 1988* (Cth) (Privacy Act).

Personal Information

If you engage with me via this website, or choose to become my client I may ask to collect the following kinds of personal information from you, including:

- All the basic info on how to contact you!
- Your name, email address and phone number
- The country that you live in
- Your opinion about topics regarding human lactation, and local community events, breastfeeding products or health services that may interest you
- Your work role – if you are joining up to the Health Practitioner Workshop
- Information regarding diet preference/ allergies if you have any and coming along to a workshop
- Information that allows me to tailor my content and services to your needs when you sign up for one of my webinars or workshop events

- Your IP address, and information about your browsing history to help me improve the usability and appeal of my website (more information about this is found in the section on Cookies below)
- If you are an employee or contractor, or propose working with me in that capacity, information about your qualifications, skills and work experience

I may collect and use your personal information to:

- Respond to your enquiries
- Provide you with my services that you have requested
- Monitor or improve the use of and satisfaction with my website and services – this helps me know what information my clients find most helpful on my website and if I need to tweak the services I offer
- Share the latest news and events or changes to relevant to my work
- Let you know about my professional role/ experience, and services that may be of interest to you

If you do not provide me with information when requested to do so, I may not be able to carry out your instructions or requests, or achieve the purpose for which the information has been sought.

By sharing your email address, you might from time to time receive an email from me, sharing an update, or latest news about the business. I do not have any regular email that gets sent - its very random and occasional. I don't wish to fill up your inbox as I know how frustrating that is, however if you don't want to be contacted via email for updates, just let me know, and I will remove you from the contact list!

Collection of Personal Information

Where practicable I will only collect personal information about you directly from you or sources managed by you. However, in some circumstances I may obtain personal information from a third party. If this information is obtained contrary to this Privacy Policy and the Privacy Act, I will destroy or de-identify such information within a reasonable period.

I may collect your personal information by various means including when:

- You contact me with a question, comment or inquiry

- You attend a webinar, workshop or event where I am hosting or presenting
- You correspond with me on a social media platform such as Facebook, Instagram or similar sites
- You opt in to receive a free resource from me or sign up for my newsletter
- You book a consultation or service from me
- You share general information relating to your business or personal life
- You book a consultation or purchase a product or service from me
- You share general information relating to your business or personal life
- My website automatically collects information about you and your activities on my site (including analytics and cookies – more information on this is set out below)
- A third party supplies information to me such as when you are referred or introduced to me by a mutually known practitioner

I will only collect your information:

- With your full awareness and consent, such as when you email me, tick a checkbox or fill in a form to provide me with information
- If we need it to provide you with information or services that you request
- If I am legally required to collect it
- If collecting the information is necessary to preserve life or keep someone safe from harm
- For necessary administrative processes if you become my client

Where practicable I will only collect personal information about you directly from you. However, in some circumstances I may obtain personal information from a third party. If this information is obtained contrary to this Privacy Policy and the Privacy Act, I will destroy or de-identify such information within a reasonable period.

As a health professional, I am required to identify my clients by collecting sensitive and important information such as name, address, mobile phone, email, date of birth, next of kin, children's names and family general practitioner, with much deeper topics surrounding your health, pregnancy, birth and postpartum if appropriate. Failure to provide this information means I may not be able to offer my services to you. I am relying on you to ensure that the information you provide is accurate and complete, so that I can provide the best and most appropriate care to you and your family.

Sensitive Information

I understand that some information is particularly sensitive, and that you are trusting me to keep this information confidential. Lets be honest though in this role, a lot of information is sensitive! As a health practitioner for over 15 years – I get it.

The sensitive information I collect from you may include:

- Your birth date
- Your medical history
- Your social support network/ relationships
- Lifestyle - regarding eating habits & general wellbeing & goals around infant feeding
- Pregnancy experience
- Birth experience
- Baby's wellbeing
- Your initial feeding experience & challenges you may have encountered
- Information around your breast/ nipple health
- Routines in your home regarding caring for your baby

I will only collect sensitive information by methods that are reasonably secure, such as:

- through our intake form in Wix or Cliniko when you book an appointment
- in a zoom consultation or face to face
- when you send me information in an email (please note that email may not be sufficiently secure – if the information is extremely sensitive, ask me about alternative ways to share it with me.)
- Telephone call
- Text messages are also sometimes an easy way to communicate at time
- At face to face consultation
- Note if you provide such information via social media platforms I assume you are aware of the risk on confidentiality breach that is out of my control.

The reason why I collect your sensitive information is:

- So that I can provide a full comprehensive assessment & recommendations regarding yours and your infants wellbeing, as you have requested support for

- Its so that I can ensure I provide you with the most appropriate service tailored to your specific needs and situation. I am all about providing full picture holistic care!

I am strongly committed to securely storing and handling your sensitive information.

- Such information may be either stored in a locked room, on a password protected computer/ USB device, or in my password protected online software program used for documentation called Cliniko (more on the last part later).
- Sometimes I am still a paper and pen girl, so some brief may be stored in a diary/dedicated note book.

Only I (the practitioner responsible for your treatment) or a contractor (IBCLC) who is providing your care have access to your stored sensitive information.

Some sensitive information may be stored securely online, or in the cloud Cliniko. You can find out more about their security provisions in the section on Security below.

<https://www.cliniko.com/policies/privacy/>

Collection of Information from Minors

All information collected from children under the age of 18 is classified as sensitive information.

Sensitive information may be collected from children under the age of 18 under the following circumstances:

- In the presence of their parents or guardians
- With your full knowledge and understanding and consent
- As you are the parent or legal guardian and they are included in the 'maternal/child' relationship

All information collected from minors is securely stored in accordance with this privacy policy.

Photographs

Note that in my client intake form I ask questions and consent about the topic of taking photographs. Photographs may be taken for your clinical notes/ documentation purposes, for teaching / professional purpose and also for social media & marketing purposes. There are options to none, some or all of the options. Note that permission for me to take photos for clinical documentation, are uploaded to your file then deleted off my phone. Please note that if you give permission to share your images for teaching or marketing, they may be shared in a public manner. Note that you can also withdraw your consent at any stage. If you withdraw your consent (which you are welcome to) it becomes effective from the date of notification and that if images have been shared across other social media platforms I have no control of this, but will endeavour to remove all that is within my control.

Photographs that have been given permission to share for teaching / professional or social media / marketing purposes are stored on my locked phone in a designated folder and other apps such as Canva.

Sometimes I will ask on social media for anyone willing to share photographs - social media such as Meta (Facebook or Instagram) direct messages is where these are often sent to me. Otherwise text message or email is another method to share these with me.

You are welcome to contact me anytime about consent and storage of photographs – via my email at hello@empoweredlactationwithemma.com.au

Disclosure of Information

I may disclose your information if required under the following circumstances:

- To provide you with the services you have requested
- here disclosure is necessary to carry out your instructions, such as corresponding with someone else on your behalf for multidisciplinary care with other practitioners
- where I use support services to assist me in my business – such as online support for website/ email
- to engage in professional supervision / debriefing / mentorship, although any information I share under these circumstances is de-identified to preserve client confidentiality
- to refer you to other service providers at your request

Who disclosures are made to

You consent to me sharing relevant information, on a strictly need-to-know basis, with:

- people you authorise me to correspond with, as reasonably required to carry out your instructions (such as GP, paediatrician, chiropractor, speech pathologist, psychologist, allied health worker etc)
- any subcontractor who works for me as an IBCLC
- Third party providers who assist with
 - accounting
 - administration
 - archiving
 - business consulting
 - legal or financial advice
 - professional supervision
 - website maintenance
 - technological services

Only when permission is given by you, do I share information with other allied health practitioners who are non related to Empowered Lactation with Emma but providing collaborative care. If I share information with such practitioners in collaborative care please note that they also have their own privacy policy and this is independent to me also.

I will also disclose your information if required by law in response to a subpoena, discovery request or a court order, in compliance with mandatory reporting obligations, or in circumstances permitted by the *Privacy Act* – for example, where I have reasonable grounds to suspect that someone is engaging in unlawful activity, or misconduct of a serious nature, that relates to my work with you. I may also make a disclosure to an appropriate authority if I have serious concerns about your health, safety or wellbeing.

I will use all reasonable means to protect the confidentiality of your information while in my possession or control. I will not knowingly share any of your information with any third party other than the service providers who assist me with necessary business activities or the services I am providing to you. To the extent that I do share your information with third-party service providers, I only do so if I am satisfied that the service provider has a suitably protective privacy policy of their own, or they have signed a confidentiality agreement with me. Some of me service providers may be overseas and may not be subject to Australian

Privacy Laws. You can find further information under the Security section via <https://www.cliniko.com/policies/privacy/>

If you have any concerns regarding the disclosure of your information, please do not hesitate to get in touch with me to discuss this personally.

Security

I take reasonable physical, technical and administrative safeguards to protect your personal and sensitive information from misuse, interference, loss, and unauthorised access, modification and disclosure. I have a personal interest in the world of privacy and who knows what, so I take this seriously. I value the fact that my email and website domain are managed via an Australian based company, that if I provide video support I avoid when possible Meta owned company such as Facebook or Instagram and use the Signal app or Zoom.

I manage risks to your information by:

- Storing files securely
- Ensuring that only I or my contractor have access to sensitive information
- Releasing information to service providers on a strictly need-to-know basis
- Conducting regular audits of my security systems

As mentioned above, your information may also be stored with a third-party provider, where it will be managed under their security policy. The following security policies may apply during our work together:

- Cliniko - <https://www.cliniko.com/security/>
- Dropbox - <https://www.dropbox.com/security>
- Stripe - <https://stripe.com/docs/security>
- Zoom - <https://zoom.us/docs/en-us/privacy-and-security.html>
- Signal - [Signal >> Terms of Service & Privacy Policy](#)

If you are communicating with me via electronic means such as email, Zoom, contact forms or Facebook, I may not have full control over the transmission or storage of any personal information disclosed (although I try to employ best practice cybersecurity standards at all times). You agree that by participating in such forms of communication you understand and accept that there is an inherent risk of disclosure or loss of your personal information for

which I cannot be held responsible. If you are concerned about transferring particularly sensitive information, please ask me about alternative options that may be more secure.

(such as a good old fashioned phone call, meeting in person (my favourite!) or paper copies of documents)

Cookies

Cookies are small text files that are commonly used by websites to improve a user's experience, collect statistics or marketing information and provide access to secure areas.

You can choose to configure your browser settings not to accept cookies but this may interfere with the functioning of this website.

My website uses the following cookies:

- Basic analytical cookies from Wix tracking how my website is used (provide feedback to me on where visitors spend most of their time on my website), to enhance the users experience and basic site security. In total there are 6 'necessary' cookies via the Wix website host.

Access to Information

You can contact me to access, correct or update your personal information at any time. Unless I am subject to a confidentiality obligation or some other restriction on giving access to the information which permits me to refuse you access under the *Privacy Act*, and I believe there is a valid reason for doing so, I will endeavour to make your information available to you within 30 days.

Complaints

If a breach of this Privacy Policy occurs, or if you wish to a request a change to your personal information, you may contact [me/us] by sending an email outlining your concerns to me at hello@empoweredlactationwithemma.com.au

If you are not satisfied with me response to your complaint you may seek a review by contacting:

- The Office of the Australian Information Commissioner using the information available at <http://www.oaic.gov.au/privacy/privacy-complaints>

- The health ombudsman in your state or territory

Notification of Change

When I update my Privacy Policy, I will post a copy of the revised policy on my website.

Notification of Breach

If I have reason to suspect that a serious data breach has occurred and that this may result in harm or loss to you, I will immediately assess the situation and take appropriate remedial action. If I still believe that you are at risk, I will notify the Office of the Information Commissioner and either notify you directly, or if that is not possible, publicise a notification of the breach on this website.

Thank you!

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