

Practice Privacy Policy

Victoria Tower Medical Privacy Policy

1. Introduction

Victoria Tower Medical is committed to protecting the privacy and confidentiality of your personal health information. This Privacy Policy outlines how we collect, use, store, and disclose your personal information in accordance with the Privacy Act 1988, the Australian Privacy Principles (APPs), and other relevant laws.

We are dedicated to ensuring that your health information is handled with the highest level of care and professionalism to maintain your trust.

2. Collection of Personal Information

We collect personal information that is necessary for the provision of healthcare services. This may include, but is not limited to:

- Name, address, and contact details
- Date of birth, gender, and marital status
- Medicare and private health insurance details
- Health information, including medical history, test results, and treatment plans
- Lifestyle and personal habits that may impact your health

Methods of Collection: We may collect this information:

- Directly from you in person, over the phone, via email, or through our website
- From third-party healthcare providers involved in your care (with your consent)
- Through secure electronic communication systems

We will always seek to obtain your consent before collecting personal information from third parties unless it is unreasonable or impractical to do so.

3. Use and Disclosure of Personal Information

Your personal information is used for purposes directly related to your healthcare and the management of our practice. This includes:

- Providing accurate diagnosis and treatment services
- Managing your medical records and care plans
- Communicating with you about appointments, treatment plans, and ongoing health management
- Submitting claims to Medicare and health insurance providers
- Referrals to specialists, allied health providers, or hospitals
- Meeting accreditation, regulatory, and legal obligations
- Conducting quality assurance, research, and service improvement activities

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Disclosure to Third Parties: We may disclose your personal information to third parties such as:

- Other healthcare providers directly involved in your treatment
- Pathology and diagnostic imaging providers
- Government agencies, as required by law
- Researchers conducting approved health studies (only with de-identified data unless explicit consent is obtained)

4. Secondary Purpose Use and Disclosure

Your personal information may occasionally be used for secondary purposes, such as:

- Practice management, funding, and financial audits
- Complaint resolution and dispute handling
- Accreditation and evaluation processes

Right to Refuse: You have the right to refuse the use or disclosure of your information for these purposes. Your decision will be respected and documented in your medical record.

5. Consent and Opting Out

Upon your first visit, you will be asked to complete a New Patient Information Form, which includes consent for the collection, use, and sharing of your personal health information. You can withdraw or modify your consent at any time by contacting us, and we will ensure that your preferences are recorded in your health record. Our privacy policy is also displayed on our website and can be updated at anytime.

6. Accessing and Updating Your Personal Information

You have the right to access and correct your personal information. To do so, please contact us with your request. We will:

- Provide access to your information within a reasonable timeframe
- Correct any inaccuracies promptly upon verification

In certain circumstances, access may be restricted as permitted by law. In such cases, you will be informed of the reason.

7. Storage and Security of Your Information

Victoria Tower Medical takes all reasonable steps to ensure the security and confidentiality of your personal health information. All storage occurs on local servers based at the practice or servers based in Australia.

Measure include:

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- Secure electronic systems with encryption and access controls
- Locked filing systems for physical records
- Regular staff training on privacy protocols
- Routine audits of our information security practices

We are committed to minimizing risks related to unauthorized access, misuse, loss, or modification of your data.

8. Retention of Personal Information

Your personal health information will be retained for as long as it is required to:

- Provide healthcare services
- Comply with legal and regulatory obligations
- Manage financial claims and records

When no longer needed, your information will be securely destroyed or permanently de-identified.

9. Privacy Policy Updates

This Privacy Policy may be updated periodically to reflect changes in legislation, technology, or our practices. The latest version will always be available:

- In our waiting room
- On our practice information sheet
- On our website

We take complaints seriously and will respond promptly to resolve any issues.

10. Use of Artificial Intelligence (AI) in Administrative and Clinical Tasks

Victoria Tower Medical employs AI technologies to enhance the efficiency, accuracy, and quality of our healthcare services. The use of AI aligns with our commitment to safeguarding your personal health information and complies with the Privacy Act 1988 and the Australian Privacy Principles.

AI Applications

AI technologies may be used for:

- Appointment scheduling and reminders
- Data analysis to support clinical research and quality improvement
- Streamlining administrative tasks such as billing and Medicare claims
- Supporting clinical decisions, including diagnostic assistance and treatment planning

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Data Handling with AI

1. De-identified Data: Whenever possible, we use de-identified or aggregated data to minimize risks to your privacy.
2. Data Security: AI systems used in our practice are subject to rigorous security protocols to protect your personal information from unauthorized access.

Transparency and Consent

- Patients will be informed about the use of AI in their healthcare management.
- Explicit consent will be obtained for AI-related processes involving identifiable health information.

Human Oversight

- All AI-supported clinical decisions are reviewed and confirmed by qualified healthcare professionals to ensure accuracy and relevance.
- AI systems are used as tools to complement, not replace, human expertise.

Ongoing Monitoring

- We regularly evaluate the performance and security of our AI technologies to ensure compliance with regulatory standards and patient expectations.

By integrating AI responsibly, we aim to provide improved healthcare services while maintaining the highest standards of privacy and ethical practice.

11. How to Contact Us

If you have any questions, concerns, or complaints about how your personal information is handled, please contact:

Privacy Officer
Victoria Tower Medical
reception@vtm.com.au

Victoria Tower Medical

36-38 Victoria Street East, Burwood NSW 2134
Phone: 02 8322 9000
Email: reception@vtm.com.au

We are committed to resolving any privacy concerns and ensuring your personal information is handled with the utmost care and respect.