



PRIVACY POLICY

1. Introduction

This Privacy Policy applies to **Optimise You Pty Ltd (ABN 41 634 198 694)** (“Optimise You”, “we”, “us”, “our”), located at 28 Yurong Street, Darlinghurst NSW 2010.

We are committed to protecting your privacy in accordance with the **Privacy Act 1988 (Cth)** and the **Australian Privacy Principles (APPs)**.

By using our platform, you consent to the collection, use, and disclosure of your personal and health information as outlined in this policy.

2. Types of Information We Collect

We collect both **personal information** and **sensitive information**, including:

Personal Information

- * Name, date of birth, gender
- * Contact details (email, phone, address)
- * Payment and billing details

Sensitive Information (Health Data)

- * Medical history
- * Symptoms and health conditions
- * Treatment preferences
- * Consultation records
- * Prescriptions and medication history

3. How We Collect Information

We collect information:

- * Directly from you (forms, consultations, communications)
- * Through our platform and website
- * From healthcare practitioners involved in your care
- * From third-party service providers where necessary

4. Purpose of Collection

We collect and use your information to:

- * Facilitate telehealth consultations
- * Enable clinicians to assess your eligibility for treatment
- * Coordinate prescriptions and pharmacy fulfilment
- * Provide ongoing monitoring and care
- * Process payments and manage subscriptions
- * Comply with legal and regulatory obligations

5. Disclosure of Information

Your information may be disclosed to:

- * **Independent healthcare practitioners** (providing your care)
- * **Compounding pharmacies** (fulfilling Prescriptions)
- * **Pathology or diagnostic providers** (if applicable)
- * **Payment processors and IT service providers**

* Regulatory authorities where required by law

We only disclose information where necessary for service delivery or compliance.

6. Cross-Border Disclosure

Some service providers (e.g. cloud storage, analytics tools) may store or process data outside Australia.

By using our services, you consent to the transfer of your information internationally, subject to appropriate safeguards.

7. Data Security

We take reasonable steps to protect your information, including:

- * Secure servers and encryption
- * Access controls and authentication systems
- * Restricted access to sensitive data

However, no system is completely secure, and we cannot guarantee absolute security.

8. Access and Correction

You may request access to, or correction of, your personal information by contacting us at: reception@optimiseyou.com.au

We will respond within a reasonable time frame in accordance with legal and customer care obligations.

9. Retention of Information

We retain personal and health information:

- * As required for medical, legal, and regulatory purposes
- * For as long as necessary to provide services
- * In accordance with Australian healthcare record-keeping requirements

10. Cookies and Website Data

We may collect data through cookies and similar technologies to:

- * Improve user experience
- * Analyse website performance
- * Support marketing and optimisation
- * You may disable cookies via your browser settings.

11. Complaints

If you believe your privacy has been breached, you may contact us at: reception@optimiseyou.com.au

If unresolved, you may lodge a complaint with the **Office of the Australian Information Commissioner (OAIC)**.

12. Changes to This Policy

We may update this Privacy Policy from time to time. Continued use of our services constitutes acceptance of the updated policy.