PRIVACY POLICY

WHO WE ARE

Mid North Imaging

p: 08 7634 6677
e: admin@midnorthimaging.com.au

ABN: 73 687 975 711

66 Irvine Street, Jamestown, SA, 5491

Our website address is: www.midnorthimaging.com.au

Last updated: September 2025

INTRODUCTION

Mid North Imaging is committed to protecting your privacy and ensuring that your personal and health information is handled in a safe, secure, and responsible manner. This Privacy Policy describes how we collect, use, disclose, store, and protect your personal information, including health information, consistent with the Privacy Act 1988 (Cth), the Australian Privacy Principles (APPs), and, since we are a health service provider, the specific obligations under health privacy guidelines.

WHAT KINDS OF INFORMATION WE COLLECT

We may collect the following types of information:

- Identity & Contact Information: name; date of birth; gender; address; email; telephone; emergency contact details.
- Health Information: medical history; current symptoms; referring practitioner details; results of the ultrasound examination; images and reports; pregnancy status, etc.
- Billing & Administrative Information: Medicare/health fund details; billing information; payment information; claims; invoices.

- Technical / Website Usage Information: IP address; browser type; device type; cookies; logs for appointment or website interactions.

HOW WE COLLECT INFORMATION

We collect information in several ways:

- Directly from you (for example when you make an appointment; during consultations; via forms; over telephone/email).
- From referring medical practitioners or other health care providers.
- Through your use of our website: forms, cookies, online booking, reminders, etc.
- From third parties, where necessary and with proper authority (for example, if another provider shares relevant health information).

WHY WE COLLECT AND USE YOUR INFORMATION (PURPOSES)

We use your personal and health information for the following purposes:

- Provision of health services (e.g. diagnostic ultrasound).
- Communication with you about appointments, preparations, reminders.
- To produce reports, share findings with referring practitioners, or other health care providers involved in your care.
- Billing, invoicing, claiming with Medicare/private health funds or other payers.
- Managing and improving our services: quality assurance, training, research (where allowed), service development.
- Complying with legal and regulatory obligations.

DISCLOSURE AND SHARING

We may disclose your information in the following circumstances:

- To referring doctors or health care professionals who are part of your care.
- To specialists who interpret images / prepare reports.
- To service providers who assist us (e.g. IT providers, data storage / cloud providers, appointment reminder services). These providers will be under confidentiality obligations.
- To payers, insurers, Medicare or health funds, as required.
- When required by law (e.g. court orders, mandatory reporting).
- In emergency situations, where the disclosure is necessary to protect health or safety.

We will not disclose your personal or health information for commercial marketing purposes without your express consent.

OVERSEAS DISCLOSURE / CROSS-BORDER TRANSFERS

If we store or process your information on servers outside Australia, or use service providers overseas (for example, cloud services), we will take reasonable steps to ensure that those recipients handle your information in a way that meets the disclosure and privacy protections required under the APPs.

STORAGE, SECURITY AND RETENTION

- We will store your information in secure electronic and/or physical systems.
- We use security measures such as access control, encryption, firewalls, physical security, secure transmission, etc.
- We limit access to your information to staff who have a need to know.
- We retain your personal and medical records for as long as needed for the purposes for which they were collected, or as required by law, or for clinical, legal or regulatory reasons.

ACCESS, CORRECTION AND DELETION

- You have the right to access your personal and health information that we hold about you.
- If the information is inaccurate, incomplete or out of date, you can request correction.
- In some circumstances, you may request deletion of your information, unless there is a legal or clinical reason we must retain it.

CONSENT

- By providing us with your personal and health information, or by accessing our services, you consent to the collection, use and disclosure of that information in accordance with this Policy.
- For certain procedures or disclosures (especially where sensitive or high-risk, e.g. transvaginal ultrasound, cortisone injections etc.), we will seek your informed consent – verbal or written, as required.

COOKIES AND WEBSITE TRACKING

- We use cookies and other technologies to collect technical/usage information about how you interact with our website, for site functionality, analytics, and to improve user experience.
- You may disable cookies via your browser settings, but some parts of the site may not function properly if cookies are disabled.

COMPLAINTS AND CONTACT INFORMATION

- If you believe that we have breached your privacy, you can contact us at:

  Mid North Imaging
  Jamestown Medical Centre
  66 Irvine Street
  Jamestown, SA, 5491
  e: admin@midnorthimaging.com.au
  p: 08 7634 6677

- We will investigate your complaint and aim to respond within a reasonable timeframe (typically 30 days).
- If you're unsatisfied with our response, you have the right to make a complaint to the Office of the Australian Information Commissioner (OAIC).

CHANGES TO THIS PRIVACY POLICY

We may update this Policy from time to time to reflect changes in our practices, legal or regulatory obligations, or for operational reasons. We will indicate the date of last update. Material changes will be notified to you via our website, or by other means as appropriate.

DEFINITIONS

Key terms:

- Personal Information means information or an opinion about an identified individual, or an individual who is reasonably identifiable.
- Health Information includes information about your health status, medical history, results, etc., and is considered "sensitive information" under the Privacy Act.
- APPs — Australian Privacy Principles under the Privacy Act 1988