



inner west bodyworks

E M M A S I M P S O N

structural integration // remedial therapies

Privacy Policy

www.emmasimpson.com.au and www.innerwestbodyworks.com.au (the "Site") is owned and operated by Emma Simpson.

Inner West Bodyworks is committed to providing quality services to you and this policy outlines our ongoing obligations to you in respect of how we manage your Personal Information.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The NPPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at <https://www.oaic.gov.au/>.

By using our website <https://emmasimpson.com.au>, completing any client information forms, contact, newsletter or other information forms, you accept this Privacy Policy and expressly consent to Inner West Bodyworks collection, use and disclosure of your personal information in the manner described in this Privacy Policy.

What is Personal Information and why do we collect it?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect includes names, addresses, email addresses, phone numbers and date of birth.

This Personal Information is obtained in many ways including - interviews, correspondence, by telephone, by email, via our website www.emmasimpson.com.au, from media and publications, from other publicly available sources, from cookies and from third parties. We don't guarantee website links or policy of authorised third parties.



inner west bodyworks

E M M A S I M P S O N

structural integration // remedial therapies

Inner West Bodyworks can use your information to:

- process client historical forms.
- understand our clients' needs and requirements.
- manage & run our website & social media platforms.
- provide you with information about our services.
- delivering or enhancing our products and services.
- any other purpose directly related to our business and for which you have provided consent (where it is reasonably required by law).

Inner West Bodyworks may also use your data to monitor for any unauthorised use of our website or content.

You may unsubscribe from our mailing/marketing lists at any time by contacting us in writing.

Sensitive Information

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive information will be used by us only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is directly related to the primary purpose
- With your consent; or where required or authorised by law.

The types of sensitive information we generally collect includes information relating to health issues that are necessary to properly provide you with massage and related



inner west bodyworks

E M M A S I M P S O N

structural integration // remedial therapies

services. The types of health-related information include medical history, whether you are using medication, are pregnant and other health-related information.

Third Parties

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances we may be provided with information by third parties. In such a case we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party.

Disclosure of Personal Information

Your Personal Information may be disclosed in several circumstances including the following:

- Third parties where you consent to the use or disclosure; and
- Where required or authorised by law.

Security of Personal Information

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorized access, modification, or disclosure.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored in client files which will be kept by us for a minimum of 7 years.

Access to your Personal Information

You may access the Personal Information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact us in writing.



inner west bodyworks

E M M A S I M P S O N

structural integration // remedial therapies

.Inner West Bodyworks will not charge any fee for your access request but may charge an administrative fee for providing a copy of your Personal Information.

In order to protect your Personal Information, we may require identification from you before releasing the requested information.

Maintaining the Quality of your Personal Information

It is an important to us that your Personal Information is up to date. We will take reasonable steps to make sure that your Personal Information is accurate, complete and up-to-date. If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

Policy Updates

This Policy may change from time to time and is available on our website.

Privacy Policy Complaints and Enquiries

If you have any queries or complaints about our Privacy Policy, please contact us at:

a: 66 Justin Street, Lilyfield NSW 2040

e: info@emmasimpson.com.au

m: 0408 299 832