

Privacy Policy

This Privacy Policy applies to the Perth Physio And Chiro website (<https://www.perthphysiochiro.com.au/>) The Perth Physio And Chiro website is provided for information and educational purposes and may contain links to other sites. Once you enter another website (whether through an advertisement, service, or content link), be aware that Perth Physio And Chiro is not responsible for the privacy practices of such other sites. We encourage you to look for and review the privacy statements of each and every website that you visit.

We believe that transparency is the key to any healthy relationship. At Perth Physio And Chiro, we're all about health. We appreciate that you are trusting us with information that is important to you, and we want to be transparent about how we use it. Here we describe the privacy practices for our website and you will learn about the data we collect, how we use it, the controls we give you over your information, and the measures we take to keep it safe.

Specifically, we'll cover:

- Information We Collect and How We Use Information
- How Information Is Shared
- Your Rights To Access and Control Your Personal Data
- Data Retention
- Analytics and Advertising Services Provided by Others
- Cookie Policy
- Our Policies for Children
- Information Security
- Our International Operations and Data Transfers
- Changes to This Policy
- Who We Are and How To Contact Us

Information We Collect and How We Use Information

We collect the following personal information from you on the Perth Physio And Chiro website forms.

- First and Last name
- Email address
- Phone number

By entering this information, you are providing personal information that will be used by Perth Physio And Chiro for the sole purpose of scheduling your appointment or returning your contact request. Perth Physio And Chiro and their staff, chiropractors and marketing manager are given full consent to collect data and occasionally send emails or promotional products and offers to anyone that signs up through Social Media marketing such as Facebook ads, ads manager, liking, sharing a post, and interacting with our Facebook page. You can unsubscribe from the newsletters and any other marketing communications by simply clicking on the "unsubscribe" link at the bottom of our emails; you will be immediately unsubscribed. You can also contact our practice directly.

If you choose to enroll as a subscriber of our website or subscribe to our blog, you will receive recurring practice newsletters, announcements and occasional promotional information via email. These emails will be of a general nature and will in no way disclose your unique health characteristics.

To subscribe to our website, we need certain contact information, such as your name and email address. We may also store any provided demographic information (such as gender, birth date and address), but it is not required. You can unsubscribe from the newsletters or any of our emails by simply clicking on the “unsubscribe” link at the bottom of our emails; you will be immediately unsubscribed.

Passive Information We Collect

Like many other websites, we also automatically collect and log other non-identifying information when you interact with the Perth Physio And Chiro website:

Device data. We collect data from the device and application you use to access the Perth Physio And Chiro website, such as your Internet protocol (IP) addresses, operating system, device type, browser type and timestamps.

Usage data. We collect usage data that may include which Perth Physio And Chiro webpages you visit, what you click on, when you performed those actions, and so on. Emails sent by Perth Physio And Chiro collect information about who opened those emails and clicked on links in them. We do this to measure the performance of the Perth Physio And Chiro email messaging and to monitor and improve email deliverability and open rates.

How Information Is Shared

Except as set forth in this Privacy Policy or as specifically agreed to by you, Perth Physio And Chiro will not disclose any Personally Identifiable or Personal Health Information it gathers from you on our website. We will only release Personally Identifiable or Personal Health Information to third parties:

- (i) to comply with valid legal requirements such as a law, regulation, search warrant, subpoena or court order.
- (ii) in special cases, such as a physical threat to you or others. In the event that we are legally compelled to disclose your Personally Identifiable or Personal Health Information to a third party, we will attempt to notify you unless doing so would violate the law or court order. In addition, we may disclose Personal Information as described below.

Your Rights To Access and Control Your Personal Data

At the time you choose to enroll as a subscriber of our website or any time thereafter, you can choose to opt-out of receiving emails from us by simply clicking on the “unsubscribe” link at the bottom of our emails; you will be immediately unsubscribed.

You may ask us at any time for information about any personal data we hold about you, or ask us to correct or delete that information. We will complete this request within 30 days of the initial request for information being received. Please complete this form to start this

process. If you need further assistance regarding your rights, please contact our office, and we will consider your request in accordance with applicable laws.

To the extent required under applicable law, and subject to our rights to limit or deny access/disclosure under applicable law, you have the following rights in your Personal Data. You may exercise your rights by contacting us at the address below.

Access: You may receive a list of your Personal Data that we process to the extent required and permitted by law.

Rectification: You may correct any Personal Data that we hold about you to the extent required and permitted by law.

Deletion: To the extent required by applicable law, you may request that we delete your Personal Data from our database.

Complaint: You have the right to contact or file a complaint with state authorities (Attorney General) or supervisory authorities about our mishandling of Personal Data. To do so, please contact your local data protection or consumer protection authority.

California Resident: Residents of California may request a list of Personal Data we have disclosed about you to third parties. Once you have completed our verification process of custodian of data, you may request that we provide you a copy of your Personal Data, direct us to stop selling or disclosing Personal Data for certain purposes (if we have done so), and receive information regarding: the categories of Personal Data we have collected about you, or that we have sold, or disclosed; the business or commercial purpose for which we collected or sold your Personal Data; the third parties with whom we have disclosed your Personal Data, or sold, or disclosed it for a business purpose.

Data Retention

We keep the information we have about you and your use of the Services for as long as necessary for our legitimate business interests, for legal reasons, historical research and to prevent harm, including as described in the How We Use Information and How Information Is Shared sections.

Analytics and Advertising Services Provided by Others

- **Google Analytics.** In addition, our website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). The information generated by the cookie about your use of our website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. Further information may be obtained by visiting Google's privacy policy.

We use this information to conduct research and analysis to better understand how visitors are using the Perth Physio And Chiro website, so that we can improve our website

experience. From time to time, Perth Physio And Chiro or it's operations contractors acting on their behalf, conduct online research in order to gather feedback about our site through online or email surveys.

Participation in these surveys is completely voluntary and you may choose whether or not to participate and disclose information. Personally Identifiable Information collected through market research will only be used by Perth Physio And Chiro and its operations contractors and will never be given or sold to a third party.

Cookie Policy

We use cookies and other technologies to ensure that everyone who uses Perth Physio And Chiro website has the best possible experience. By continuing to visit or use our services, you are agreeing to the use of cookies and similar technologies for the purposes we describe in this policy. You can find more information about cookies at: cookiesandyou.com.

Most browsers allow you to control cookies through their settings preferences. However, if you limit the ability of websites to set cookies, you may worsen your overall user experience, since it will no longer be personalized to you.

Our cookie table lists some of the third-party cookies on our sites. Please note that the names of cookies, pixels and other technologies may change over time. Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

Our Policies for Children

We are committed to protecting the privacy of children. Neither Perth Physio And Chiro nor any of its services are designed or intended to attract children under the age of 13.

Information Security

We work hard to keep your data safe. We use a combination of technical, administrative, and physical controls to maintain the security of your data. This includes using Transport Layer Security ("TLS") to encrypt many of our website services. No method of transmitting or storing data is completely secure, however, if you have a security-related concern, please contact our office.

Changes to This Policy

We will inform you if a material change to the Privacy Policy is made that involves the use of your Personally Identifiable Information. Your continued use of the Perth Physio And Chiro site will indicate acceptance of the changes. Please exit the site immediately if you do not agree to the terms of this Privacy Policy or any revised policy.

Who We Are and How To Contact Us

If you have questions, suggestions, or concerns about this policy, or about our use of your information, please contact us.

- [https://www. https://perthphysiochiro.com.au/#contact](https://www.https://perthphysiochiro.com.au/#contact)

This Privacy Policy does not protect you when you send content, questions or ideas to Perth Physio And Chiro via email. If you want to keep them private or proprietary, do not send them in an email. We try to answer every email within 48 business hours, but are not always able to do so.