



Cranbourne Central
MEDICAL CENTRE

Cranbourne Central Medical Centre Privacy Policy

Privacy Policy

Cranbourne Central Medical Centre respects your privacy and is committed to protecting your personal and health information. We manage this information in accordance with the *Privacy Act 1988 (Cth)* and the **Australian Privacy Principles (APPs)**, as well as any relevant State or Territory health records legislation.

Our Commitment

At Cranbourne Central Medical Centre, we are dedicated to handling your personal and health information responsibly. This applies across all the health services we coordinate or deliver through our practice.

Purpose of This Policy

This privacy policy outlines how we collect, store, use, and share your personal information — including sensitive health details. It also explains your rights in relation to that information, including how you can access or update it, and how to raise a concern if you believe your privacy has been compromised.

What Is Personal Information?

Personal information refers to any data or opinion that can identify you, or make you reasonably identifiable. This applies whether the information is recorded or not, and whether it is fact or opinion. Some types of personal information — called **sensitive information** — are given extra protection under law. This includes:

- Health or medical information
- Racial or ethnic background
- Religious beliefs
- Political opinions or affiliations
- Memberships in professional or trade organisations or unions
- Sexual orientation or practices
- Genetic and biometric data
- Criminal record

Throughout this policy, "personal information" includes sensitive information where relevant.

Can You Remain Anonymous?

In some situations, you may choose to remain anonymous or use a pseudonym — for example, when making a general enquiry. However, for most services we offer, we need to confirm your identity in order to provide care, respond to complaints, or meet legal obligations. If you choose not to provide the requested information, we may be unable to assist you fully.

What Personal Information Do We Collect and Hold?

The type of personal information we collect varies depending on your relationship with Cranbourne Central Medical Centre. For example, you may be a patient attending our clinic, an emergency contact, a referring health professional, or a job applicant.

The information we collect may include:

- Full name, address (postal and email), and phone numbers
- Gender and date of birth
- Marital status and occupation
- Religious beliefs (where relevant to care)
- Country of birth and Indigenous status
- Medicare number and any applicable concession card details
- Private health insurance or health fund information
- Workers' compensation or other insurance claim details
- Payment details (e.g. credit card information)
- Emergency contacts or next of kin
- Medical history, test results, treatment plans, and any relevant health records
- Information provided at the time of admission, consultation, or discharge
- Practice details for general practitioners referring or working with us
- Other information necessary for delivering or arranging your care

In some cases, we are legally required to collect specific data, such as Medicare or concession card information.

How Do We Collect Personal Information?

Where possible, we collect personal information directly from you. This can happen when you:

- Complete a patient registration or claim form
- Provide information during a phone call or face-to-face visit
- Submit an online enquiry
- Attend an appointment
- Apply for a job with us

Sometimes, we may need to collect information from third parties, such as:

- A nominated representative (e.g. a guardian or carer)
- Your regular GP, specialists, or allied health providers
- Your health insurer or workers' compensation insurer
- Family members providing emergency contact details
- Job referees or recruitment-related services
- Other sources necessary to deliver healthcare (e.g. pathology labs or diagnostic imaging providers)

Where sensitive information is collected — such as health or genetic data — we do so with your express or implied consent, unless an exception applies under privacy law.

How We Use and Disclose Personal Information

Purpose of Use and Disclosure

Cranbourne Central Medical Centre collects and uses personal information for a range of reasons connected to delivering high-quality healthcare. These purposes include:

- Understanding individual healthcare needs and tailoring care accordingly
- Ensuring continuity of care and planning future treatment
- Responding to enquiries, managing appointments, and contacting individuals (including in emergencies)
- Supporting the education and supervision of health students (with consent)
- Managing and improving the quality, safety, and effectiveness of our services
- Handling feedback, complaints, and service planning
- Communicating about services, updates, and patient-related information
- Processing payments, insurance claims, and managing accounts
- Assessing employment applications and verifying identity
- Supporting staff and patient safety within our premises
- Meeting quality assurance, audit, and clinical accreditation requirements
- Complying with medical indemnity, legal, or risk reporting obligations
- Participating in health-related research and compiling public health data (where permitted)
- Conducting patient surveys to evaluate and improve our services
- Meeting any legal or regulatory obligations under Australian law

We only use personal information for these purposes or where otherwise required or authorised by law, or with your consent.

Direct Marketing

We may use your contact details to send you information about our services or health updates, but **only with your prior consent**.

All promotional emails or messages will include an easy option to opt out, and you can withdraw consent at any time by contacting us.

Disclosure of Personal Information

In the course of providing care or managing services, we may share your information with:

- Other treating healthcare providers, including specialists or pathology/radiology services
- Your private health insurer or other relevant insurance providers
- Health students on clinical placement (unless you opt out)
- A legally responsible person (such as a parent or guardian) if you are unable to consent
- Family members or emergency contacts, where consistent with usual medical practice
- Our legal advisers, insurers, or medical indemnity organisations

Interstate and Overseas Disclosures

While most information remains within Victoria, in some instances we may need to transfer personal information interstate or overseas—for example, if your healthcare provider or insurer operates from another location. We will take all reasonable steps to ensure that your privacy is protected in these circumstances.

Managing Consent and Capacity

We assess a person's ability to manage their own privacy preferences based on their age and circumstances. Generally, individuals aged **15 years or older** are considered capable of making their own decisions. For children under 15, or individuals unable to make informed decisions, we will work with a legal guardian or authorised representative.

Storage and Security of Personal Information

We store your information in both digital and paper-based formats and apply a range of security measures to protect it, including:

- Requiring staff to maintain strict confidentiality
- Secure document storage systems
- Password-protected computer systems and restricted access
- Confidential consultation spaces
- Verification of identity before releasing sensitive records

We retain health information as required by law and securely destroy or de-identify it once the legal retention period has passed.

Keeping Your Information Accurate

We aim to keep your personal details accurate and up to date. You can help by:

- Informing us of any changes (e.g., name, contact details)
- Notifying us if any of your information is incorrect

If you request corrections to your records and we agree they are needed, we will update them promptly. If we cannot make the changes, we'll explain why and provide you with options to escalate your concern.

Accessing Your Personal Information

You have the right to access your health and personal records. To do this:

- Contact the Practice Manager or Privacy Officer
- Complete an access request form and verify your identity
- We aim to respond promptly and may charge a reasonable fee for collating records

If access is denied in part or whole (as allowed under privacy law), you will receive a written explanation and guidance on how to escalate the matter.

Privacy Complaints or Questions

If you have any concerns about how we manage your information, please contact us in writing.

Privacy Officer

Cranbourne Central Medical Centre

1 Ferndown Drive

Cranbourne VIC 3977

Email: reception@cranbournecentralmedical.com.au

Phone: (03) 5996 3188

We aim to acknowledge your complaint within 7 days and resolve it within a reasonable timeframe. If unresolved, you may contact:

Office of the Australian Information Commissioner (OAIC)

Website: www.oaic.gov.au

Phone: 1300 363 992

Mail: GPO Box 5218, Sydney NSW 2001

Changes to This Privacy Policy

This policy may be updated from time to time to reflect changes in legislation or practice operations. The latest version is always available on our website or at Reception.