

Website Privacy Policy

Introduction

Hello and welcome. Thanks for visiting The Birth Co. This website www.thebirthco.com.au is owned and operated by Danielle Wann. ABN: 58 508 293 343

If you have any questions or need any further information, please contact:

Danielle Wann

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0409 750 416

This document sets out my Privacy Policy. It describes how I collect and manage your personal information when you interact with this site. The Birth Co this responsibility very seriously. If you have any questions or concerns about how your personal information is being handled, please do not hesitate to contact me

I comply with the Australian Privacy Principles set out in the Privacy Act 1988 (Cth) (Privacy Act).]

I choose to voluntarily comply with the Australian Privacy Principles set out in the Privacy Act 1988 (Cth) (Privacy Act).

I understand that visitors from the EU may access this site, I also aim to comply with the General Data Protection Regulations (GDPR).

Personal Information

If you engage with me via this website, or choose to attend one of my workshops I may ask to collect the following kinds of personal information from you, including

Contact Information

- your name and email address when you opt into my email
- your address and country you live in 2
- your chosen model of maternity care
- Your care provider, ie Obstetrician or Midwife
- Your birth support/s
- How you found out about my website and workshops. Interests and Preferences
- your opinion about future topics, products or services that may interest you Interaction
- information that allows me to tailor my content to your needs when you sign up for one of my webinars or promotional events

Collection and Use

I may collect your personal information by various means including:

- Contact form
- Booking form to attend a workshop
- Client engagement form
- Newsletter subscription
- Opt in
- Sign up for seminars, webinars or events
- Sign up for online courses
- Request for testimonials

I use this information to:

- Respond to enquiries
- Collect information to understand your needs better
- To improve my workshop content, website and services I provide • To provide specific services at your request
- To provide more relevant information
- To provide news about products and services
- To provide news about developments in pregnancy and birth services I will only collect your personal information:
 - With your full awareness and consent, such as when you email me directly, tick a checkbox or fill in a booking form to attend a in person workshop or online course. 3
 - If I need it to provide you with information or services that you request • If I am legally required to collect it
 - For necessary administrative processes if you are attending a workshop in person or online.
 - If I believe that I can demonstrate a legitimate interest in using your data for marketing purposes, although I will always give you a choice to opt out.

Sensitive Information

I understand that some personal information is particularly sensitive.

I will only collect sensitive information by methods that are reasonably secure, such as:

- Through my intake/booking form to attend a workshop
- During a telephone conversation or face to face
- When you send me information in an email The reason why I collect this information is:
 - So that I can provide you with the services you have contracted for
 - So that I can tailor the workshops to meet your needs
 - To ensure that I am providing you with the most appropriate services

The sensitive information I ask you to provide for this purpose may include:

- Date of birth
- Place of intended birth
- Birth support
- Due date
- Any medical or psychiatric history that you would like to share before the workshop I committed to securely storing and handling your sensitive information.
- On a computer that is password protected

Who has access to it?

- Only I, the practitioner responsible for your workshop facilitation have access to sensitive material. Cloud storage 4
- Some sensitive information may be stored securely online, or in the cloud through [name of service provider]. You can find out more about their security provisions here: [link to service provider's security policy.]]
- I do not collect sensitive information from children under the age of 18.

Destruction policy

- All archived sensitive information is securely destroyed after 7 years.

Professional Considerations

I am subject to the following regulations regarding the collection of personal information:

Regulations

- I owe you a professional duty of confidentiality. I take this responsibility very seriously and will always strive to promote your best interests.

You may choose not to provide me with your personal information.

Limitations

- if you choose not to be completely honest with me, I may not be able to provide you with the services that you request and tailor the content during a workshop
- I am legally required to identify my clients by collecting their name and address, and failure to provide this information means I cannot offer my services to you.

Use of Personal Information

Reasons why I may disclose your personal information include:

Disclosure

- to provide you with the services you have requested
- to send you products that you have purchased In order to do this, I may share some relevant personal information - on a strictly need to know basis - with: Who disclosures are made to
- Australia Post or courier companies
- Email marketing provider

Legal disclosure

I will also disclose your information if required by law to do so or in circumstances permitted by the Privacy Act – for example, where I have reasonable grounds to suspect that unlawful activity, or misconduct of a serious nature, that relates to my functions or activities has been, is being or may be engaged in, and in response to a subpoena, discovery request or a court order. If you have any concerns regarding the disclosure of your personal information, please do not hesitate to get in touch with me to discuss this personally.

Disclosure overseas

I will use all reasonable means to protect the confidentiality of your personal information while in my possession or control. I will not knowingly share any of your personal information with any third party other than the service providers who assist me in providing the information and/or services I providing to you. To the extent that I do share your personal information with a service provider, I would only do so if that party has agreed to comply with our privacy standards as described in this privacy policy. However, some of my service providers may be overseas and may not be subject to Australian Privacy Laws or compliant with GDPR. Please contact me if you have any concerns about the potential disclosure of your information.

Security

Policy statement

I take reasonable physical, technical and administrative safeguards to protect your personal information from misuse, interference, loss, and unauthorised access, modification and disclosure. I manage risks to your personal information by:

- Storing files securely
- Ensuring that only I key personnel have access to sensitive information
- Releasing information to service providers on a strictly need-to-know basis
- Conducting regular audits of my/our security systems. As mentioned above, your personal information may also be stored with a third-party provider, where it will be managed under their security policy:
- Mailchimp - [https://mailchimp.com/about/security/.](https://mailchimp.com/about/security/)] From time to time I may combine information provided by you with information gathered from:
 - Facebook
 - Instagram
 - Google Analytics
 - Personal contact, email or via telephone

If you do not wish this to occur, please contact me.

Access to Information

You can contact to access, correct or update your personal information at any time. Unless I am subject to a confidentiality obligation or some other restriction on giving access to the information which permits me to refuse you access under the Privacy Act, and I believe there is a valid reason for doing so, I will endeavour to make your information available you within 30 days.

Please begin the process by sending an email requesting access to your information to me at hello@thebirthco.com.au and I will endeavour to respond within 7 days.

Complaints

If a breach of this Privacy Policy occurs, or if you wish to a request a change to your personal information, you may contact me by sending an email outlining your concerns to me at hello@thebirthco.com.au and I will endeavour to respond within 48 hours.

If you are not satisfied with my response to your complaint you may seek a review by contacting: The Office of the Australian Information Commissioner using the information available at <http://www.oaic.gov.au/privacy/privacy-complaints.>]

Notification of Change

If I decide to change my Privacy Policy, I will post a copy of the revised policy on my website.

Notification of Breach

If I have reason to suspect that a serious data breach has occurred and that this may result in harm or loss to you, I will immediately assess the situation and take appropriate remedial action. If I still believe that you are at risk, I will notify the Office of the Information Commissioner and either notify you directly, or if that is not possible, publicise a notification of the breach on this website.