MYHEALTHPRAC PRIVACY POLICY

1. Respecting Your Privacy

Your privacy is important to MyHealthPrac Enterprises Pty Ltd (referred to as *We*, *Us* or *Our*). This Privacy Policy explains how we collect, use, store, and disclose your personal information in relation to our website, software-as-a-service (SaaS) platform, and mobile/web-based healthtech application ("MyHealthPrac App"). By accessing our services — including browsing our website, creating a user profile, or using the MyHealthPrac App — you agree to the collection and handling of your personal information in accordance with this Privacy Policy. We may update this policy from time to time. The most recent version will always be available on our website. Continued use of our services after an update constitutes your acceptance of the amended policy.

2. Collection of Personal Information

The personal information we collect depends on how you interact with us. It may include: identity and contact data (e.g. name, email, phone number, business or practitioner details); demographic data (e.g. gender, location, date of birth); health-related data (e.g. lab results, biomarker values, notes or observations inputted by you); usage data (e.g. app activity, feature usage, access logs); technical data (e.g. device ID, IP address, browser type, operating system); financial data (e.g. payment and billing information where applicable). We collect personal information via: account registration and profile setup; manual input of health data (e.g., blood markers); communication with us (e.g., support requests, feedback forms); interactions with our website and app; cookies and analytics tools; optional third-party integrations (e.g., wearable devices, lab portals). We may also collect sensitive health information when explicitly provided by you. Such data is collected only with your consent and where necessary to deliver our service.

3. Payment Processing and Accounting Systems

We use secure third-party providers such as Stripe and Xero to process payments and manage accounting. These services may collect your: payment method details (e.g. credit card, bank information); billing and shipping address; transaction records and receipts. These providers may store data in overseas locations including the United States, Ireland, or other jurisdictions. Please refer to their respective privacy policies for full details.

4. Social Media and Communication Platforms

We use external platforms (e.g. Facebook, Instagram, LinkedIn, YouTube, Apple Podcasts) to share content and engage with users. Any personal data you share with us via these platforms is also governed by their own privacy policies.

5. Cookies and Usage Analytics

Our website and app use cookies and similar tracking tools to enhance user experience and monitor performance. Cookies help us: remember your login or preferences; understand user behaviour and improve functionality; serve relevant content and support services. We may also collect technical details automatically, such as: browser and device information; IP address and referral URL; time spent on pages or app features used. You can manage or disable cookies through your browser settings. Some functionality may be limited if cookies are disabled.

6. Providing Personal Information About Others

If you provide us with personal information about someone else (e.g., a client, patient, or colleague), you must: obtain their consent before sharing it; inform them that their information will be handled in accordance with this Privacy Policy; provide or refer them to this Privacy Policy. You warrant that you have authority to provide that data to us.

7. Use of Your Personal Information

We use your personal information to: deliver and maintain the MyHealthPrac App and services; provide analysis, insights, and lab data interpretations; respond to support queries or technical issues; manage your account and preferences; enhance and personalise your user experience; notify you of feature updates, platform changes, or policy updates; send optional marketing or educational communications; improve system performance and feature development. We may also use de-identified data for research, analytics, or product enhancement purposes.

8. Disclosure of Personal Information

We only disclose personal information when necessary and permitted by law. This may include disclosure to: our internal staff, contractors, or authorised service providers; hosting, infrastructure, security, or analytics vendors; legal and financial consultants; regulatory or law enforcement agencies (where legally required); potential acquirers or investors under strict confidentiality; overseas service providers (e.g. USA, New Zealand) where relevant to operations. We take reasonable steps to ensure that any third party, especially overseas recipients, handle your data in compliance with the *Privacy Act 1988 (Cth)*. We never sell, rent, or lease your personal information.

9. Direct Marketing

With your consent, we may send you relevant updates, feature announcements, or offers that align with your profile. You can opt out of marketing communications at any time by: clicking the unsubscribe link in an email; updating your communication preferences; contacting us directly via email.

10. Data Security

We apply robust security measures to protect your data from unauthorised access, misuse, or loss. These measures include: encrypted data transmission (SSL/TLS); secure data storage (at rest and in transit); access controls and multi-factor authentication; regular backups and vulnerability monitoring. When data is no longer required or when requested by you, we take reasonable steps to delete or de-identify it securely.

11. Access and Correction of Your Data

You may request access to or correction of personal information we hold about you. If the data is inaccurate or outdated, we will update it promptly upon verification. Requests can be submitted to the contact below. We'll respond within a reasonable timeframe and explain any reasons for a refusal (if applicable).

12. Complaints and Resolution

If you have a privacy concern or believe we've breached this policy or the Australian Privacy Principles, please contact us with: a description of your complaint; supporting evidence, if applicable. We will investigate the matter and respond in writing. If unresolved, you may escalate your complaint to the Office of the Australian Information Commissioner (OAIC) via www.oaic.gov.au.

13. Contact Us

For all privacy-related enquiries, requests, or complaints:
Email: info@myhealthprac.com
Company: MyHealthPrac Enterprises Pty Ltd
Website: www.myhealthprac.com