

## **PRIVACY POLICY**

In this policy, "PRIX", "us", "we" or "our" means Prix Testing Pty Ltd ABN 48 624 625 449.

We are firmly committed to privacy and are bound by the Australian Privacy Principles contained in the Privacy Act 1988 (Cth) ("the Act").

This Privacy Policy ("Policy") explains how information about you or associated with you ("personal information") is collected, used and disclosed by us when you visit our website and from the use of our Services, as defined in our Customer Terms and Conditions (collectively, the "Services").

The protection of your privacy is very important and we have adopted the following practices to safeguard the confidentiality of your personal information.

### **What personal information is collected by us?**

Personal information is the term we use to describe information which we collect and which can be used to personally identify someone. For example, a name, a personal address or even an IP address. Here is a list of the types of personal data we collect:

#### **Information you give to us (e.g. on contact forms, questionnaires or when setting up accounts)**

- Contact details - such as your name, address, email address, phone number.
- Responses to surveys or promotions
- Any updates to the information you provide to us

Having accurate information is critical for us to deliver best and most accurate service to you.

#### **Information we collect automatically when you visit our Website**

- Technical information - such as your IP addresses, domain names, the country you're visiting from, files requested, your browser type and version, time zone setting, browser plug-in types and versions, operating system and platform.
- Information on your visit - such as the full URL clickstream to, through and from our Website (including date and time), length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs) and methods used to browse away from the page.  
We keep this information anonymous as much as possible to protect your privacy.

#### **Information generated by our services.**

The nature of what we do at Prix means that we will receive personal information about you from our business partners, suppliers and sub-contractors (for example our partner pathology laboratories). The

types of personal information that we receive as a result of our Services include the following special categories of personal data (“Special Categories of Personal Data”):

- Your gender
- Your date of birth
- Information relating to your physical or mental health or condition(s)
- Information relating to your physical or physiological behaviour
- Blood Test Results

By using our Service, you consent and provide permission for us to access these categories of information from our business partners, suppliers and subcontractors (for example our partner laboratories).

#### **Information we receive from other sources.**

- Advertising networks and information providers - we sometimes work with advertising networks, analytics and search information providers and we sometimes receive information about you from them.

#### **How we use your personal information**

We only ever use your data in line with Australian privacy laws, in particular the Australian Privacy Principles. To ensure we do this we adhere to the following:

- We only use information that you have consented us to use to process for a specific purpose;
- We only process data that is required for the contract between us, or because we have asked you to complete specific steps before entering into a contract; and
- Processing your information is in our legitimate interests and these interest are not outweighed by your own interests and rights.

Here are the specific reasons we process your personal information:

- to allow you to access and use our Website and to register for an account;
- to provide you with the information, products and services that you request from us;
- to do things necessary for our business, such as pursuing debts or ensuring the security of our services and Website;
- to carry out statistical analysis and market research;
- for marketing, advertising and promotional purposes;
- for improving and maintaining our Website, preparing reports or compiling statistics in order to improve our services;
- to notify you about changes to our services and to keep you informed about our fees and charges; and
- with your consent only, to contact you (including by SMS, email or post) with information about our products and services which either you request, or which we feel will be of interest to you.

## **Sharing your information**

We may share your personal information with the following categories of third parties, including:

- our service providers and sub-contractors, including but not limited to pathology laboratories, payment processors, suppliers of technical and support services and cloud service providers;
- companies that assist us in our marketing, advertising and promotional activities;
- analytics and search engine providers that assist us in the improvement and optimisation of our Website; and
- any third parties that you have agreed that we may share your personal information with for marketing purposes.

If we share your personal information to third parties, they will only legally be able to use it for the purpose of providing services to us. We will make sure that third parties we share personal information with follow equivalent privacy and security procedures to our own to protect your information.

We may anonymise and aggregate your data to create health reports and statistics. This may be used for marketing or shared with third parties for purposes of academic research.

Finally, we may also disclose your personal information to third parties in certain exceptional circumstances as follows:

- if we sell or buy any business or assets, we may disclose your personal information to the seller or buyer of that business or those assets;
- if Prix or most of our assets are acquired by a third party, in which case personal information held by Prix will be one of the transferred assets;
- if we are required by any applicable law or law enforcement organisation to do so;
- in order to enforce or apply our terms and conditions or any other agreement or to respond to any claims, to protect our rights or the rights of a third party, to protect the safety of any person or to prevent any illegal activity; or
- to protect the rights, property, or safety of Prix, our customers or other persons. This may include exchanging information with other organisations for the purposes of fraud protection and credit risk reduction.

Except for what is written in this policy, we will never share any of your personal information to any third party without notifying you and/or getting your consent. If you do consent and later change your mind, you can remove consent and therefore our permission to use this information. Please see below for your rights to withdraw consent.

## **How long we store your data for**

We store personal information for as long as you use the Services we provide and then as required to comply with applicable laws.

## **Your choices and rights**

### **Choices:**

At any time:

- You can choose not to provide us with personal data. If you choose to do this, you can continue to visit our website and browse its content, but we won't be able to provide you with the Services, even if you have already paid for them.
- You can turn off cookies in your browser settings. If you turn off cookies, you can continue to visit our website and browse its content, but our online services might be less effective.
- You can choose for us not to use your personal information for marketing. We will request your consent to do this, but you can choose to refuse your consent. If you have given your consent and want to retract it later, then you can opt-out by unsubscribing to our communications

### **Rights:**

You can contact us by email at [info@prixtesting.com](mailto:info@prixtesting.com) at any time, to request that we:

- update any personal information which is out of date or incorrect;
- delete any personal information which we are holding about you;
- restrict the way that we process your personal information;
- provide your personal information to a third party provider of services; or
- provide you with a copy of any personal information which we hold about you (although we reserve the right to charge a reasonable fee for this).

You have the right to withdraw your consent in relation to us processing your Special Categories of Personal Data (as mentioned above) at any time. You can do this by contacting us via [info@prixtesting.com](mailto:info@prixtesting.com).

If you withdraw your consent to us processing your personal data, especially the Special Categories of Data above, this will mean that we are unable to provide our Services to you. In addition, please note that we will retain medical records as required by law.

## **Security of your personal information**

### **Our responsibility to you**

At Prix, we have physical, electronic and managerial procedures in place to protect and secure the information we collect. We are committed to protecting personal information from loss, misuse, disclosure, alteration, unauthorised access and destruction and we take all reasonable precautions to safeguard the confidentiality of personal information.

We make every effort to protect your personal information. However, there is always an inherent risk, beyond our control, in sending information over the internet.

## **Data Security**

If a data breach occurs, such as if personal information that we hold is subject to unauthorised loss, use or disclosure, we will respond in line with the Office of the Australian Information Commissioner's Data breach notification—A guide to handling personal information security breaches. We will aim to provide timely advice to you to ensure you are able to manage any loss (financial or otherwise) that could result from the breach.

## **Your responsibility to us**

Where we have given you (or where you have chosen) a password which enables you to access your online account, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

## **Third party websites**

Our Website may, from time to time, contain links to websites operated by third parties. This privacy policy only applies to the personal information that we collect through this Website and we cannot be responsible for personal information collected and stored by third parties. Third party websites have their own terms and conditions and privacy policies, and you should read these carefully before you submit any personal information to these websites. We don't endorse or accept any responsibility for the content of those third party websites or third party terms and conditions or policies.

## **Cookies**

Some pages on our Website use cookies, which are small text files placed on your device (such as your computer, tablet or mobile phone) when you visit our Website. We use cookies in order to offer you a more tailored experience in the future, by understanding and remembering your particular browsing preferences.

## **Contact us**

Questions, comments and requests about this privacy policy or how we collect, use or store your personal information are welcomed and should be emailed to [info@prixtesting.com](mailto:info@prixtesting.com).

This privacy policy was last updated on 6 July 2018