Privacy Policy for Michelle Richards Hearing Pty Ltd (Trading as Michelle Richards Hearing)
Effective Date: 14th February 2024

At **Michelle Richards Hearing**, your privacy is important to us. This policy outlines how we collect, use, store, and disclose your personal information, particularly when interacting with us via Meta platforms (Facebook, Instagram) or through our website, forms, and communications.

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1. Who We Are

Michelle Richards Hearing is an independently owned and operated audiology practice located in Dickson, Canberra. We provide comprehensive hearing health services, including diagnostic testing, hearing aid fitting, and ongoing hearing care.

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2. What Personal Information We Collect

We *__may__* collect the following types of personal information:

- Full name
- Contact details (email, phone number, address)
- Date of birth
- Hearing health history or symptoms
- Medicare/DVA/Hearing Services Program eligibility status
- Booking preferences and communication history
- Social media profile information (as allowed by Meta platforms)

We only collect personal information necessary for providing our services and communicating with you effectively.

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3. How We Collect Your Information

We may collect information from you through:

- Facebook or Instagram lead forms
- Messages or comments on our social media pages
- Website contact or enquiry forms

- Appointment bookings (online, phone, email, or in-clinic)

- In-person consultations

- Email or SMS communication

Note: When using Meta platforms, we collect your data via Meta's tools, such as Lead Ads, Messenger, and Facebook Page interactions. By submitting your details, you consent to us collecting and storing this information for the purpose of service delivery and communication only.

4. Why We Collect Your Information

We collect your personal information to:

- Book appointments and deliver hearing health services

- Send reminders, updates, or educational material

- Respond to enquiries and provide follow-up care

- Determine your eligibility for government-funded hearing services

- Improve our services and client experience

We do **not** sell, rent, or trade your personal information to third parties.

5. Disclosure of Information

We may share your personal information with:

- Accredited hearing service providers (e.g., Australian Government Hearing Services Program or Department of Veterans Affairs)

- Medical professionals (with your consent)

- Service providers who assist us in delivering digital or communication services (e.g., website hosting, appointment software)

We only share information when necessary and in compliance with privacy laws.

6. Storage and Security

Your information is securely stored in encrypted practice management systems and digital communication platforms. We take reasonable steps to protect your data from misuse, interference, loss, or unauthorised access.

7. Access and Correction

You have the right to access and correct your personal information. Please contact us directly to update your records or make a request.

8. Your Consent

By interacting with us online or submitting your information via Meta platforms (including Facebook and Instagram), you consent to us collecting, using, and storing your personal information in accordance with this Privacy Policy.

9. Meta Compliance

This policy is designed to comply with Meta's policies on data collection, use, and user consent. We only use Meta Business Suite tools (e.g., lead forms, messaging) to collect information voluntarily provided by users and never misuse or misrepresent data.

10. Contact Us

If you have questions about this Privacy Policy or would like to make a complaint or request, please contact:

Michelle Richards Hearing

Room 8, Level 3, 490 Northbourne Ave Dickson, Canberra ACT 2602

📞 Phone: 02 6281 0222

📧 Email: michelle@michellerichardshearing.com.au

🌐 Website: https://michellerichardshearing.com.au

This policy is reviewed regularly to ensure ongoing compliance with Australian privacy laws and Meta's platform requirements.