

CHARLENE POOK

Lactation & Postnatal Support

PRIVACY POLICY

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This Privacy Policy is reviewed annually and updated as required. The current version is always available at charlenepookIBCLC.com and on request.

1. INTRODUCTION

Charlene Pook Lactation & Postnatal Support (ABN 24 337 954 181) (referred to in this Policy as 'we', 'us', or 'our') is committed to protecting the privacy and confidentiality of personal information collected in the course of providing lactation consultancy and postnatal support services.

This Privacy Policy explains how we collect, use, store, disclose, and otherwise handle your personal information, including the health information of you and your baby. It also sets out your rights in relation to that information.

As a health service provider, we are subject to the **Privacy Act 1988 (Cth)** and the **Australian Privacy Principles (APPs)** contained in that Act. Health information is classified as **sensitive information** under the Privacy Act and is afforded the highest level of protection.

By engaging our services, completing our Client Intake and Consent Form, or communicating with us in any way, you consent to the collection and handling of your personal information in accordance with this Privacy Policy.

If you have any questions about this Policy or how we handle your information, please contact us using the details in clause 14.

2. WHO WE ARE

Charlene Pook is an International Board Certified Lactation Consultant (IBCLC) and Endorsed Midwife registered with the Australian Health Practitioner Regulation Agency (AHPRA). Charlene provides lactation consultancy and postnatal support services to clients in Queensland, Australia, including in-home consultations, telehealth appointments, and antenatal education.

Charlene operates as a sole practitioner and is the primary person responsible for the collection and handling of your personal information.

3. WHAT PERSONAL INFORMATION WE COLLECT

3.1 Personal Information

We collect personal information that is reasonably necessary to provide our services to you. This may include:

- (a) your full name, date of birth, preferred name, and contact details (address, phone number, and email address);
- (b) emergency contact details;
- (c) details of how you found us; and
- (d) payment information.

3.2 Health Information

We collect health information about you and your baby, which is sensitive information under the Privacy Act 1988 (Cth). This may include:

- (a) your baby's name, date of birth, gestational age at birth, birth weight, and current weight;
- (b) method of birth and birth history;
- (c) current and previous feeding method and feeding history;
- (d) your baby's health conditions, diagnoses, medications, supplements, and allergies;
- (e) your baby's hospital admissions and any concerns about weight gain or feeding;
- (f) assessment findings including oral anatomy screening for tongue, lip, or buccal ties;
- (g) your own health conditions, diagnoses, medications, supplements, and allergies;
- (h) breast health history including any surgery, injury, or breast health concerns;

- (i) postpartum mood and wellbeing information;
- (j) details of your healthcare team, including your GP, midwife, obstetrician, and paediatrician;
- (k) consultation notes, care plans, and feeding records; and
- (l) photographs or videos taken during or shared in connection with consultations (where you have provided consent).

3.3 Home Visit Information

For in-home appointments, we may also collect information relevant to the safety of the visit, including:

- (a) your home address and parking details;
- (b) details of other adults present during the visit;
- (c) information about pets in the home; and
- (d) details of any health, access, or safety considerations relevant to the visit.

3.4 Information We Do Not Collect

We only collect information that is reasonably necessary for the provision of our services. We do not collect sensitive information beyond what is described in this Policy, and we do not collect information about racial or ethnic origin, political opinions, religious beliefs, or sexual orientation unless it is directly relevant to the care we are providing and you have consented to its collection.

4. HOW WE COLLECT YOUR INFORMATION

We collect personal and health information directly from you wherever practicable. We collect information through the following channels:

- Client Intake and Consent Form completed before your first appointment;
- verbal communication during consultations;
- written communication via email or SMS;
- online booking platform (Cliniko);
- social media messaging platforms including Facebook Messenger and Instagram DMs;
- photographs or videos shared by you or taken during consultations (with your consent); and
- our website contact form (when available).

In some circumstances, we may collect information about you from third parties, such as your GP, midwife, or other healthcare providers, where you have consented to collaborative care or information sharing.

Please note: if you choose to communicate with us through social media platforms such as Facebook Messenger or Instagram DMs, we cannot guarantee the security of information transmitted through those channels. Where possible, please use email or Cliniko to share sensitive health information.

5. WHY WE COLLECT YOUR INFORMATION

We collect, hold, use, and disclose your personal and health information for the following purposes:

- to provide lactation consultancy and postnatal support services to you and your baby;
- to assess your and your baby's health and develop individualised feeding care plans;
- to communicate with you about your appointments, care plans, and follow-up support;
- to coordinate your care with your nominated healthcare providers (with your consent);

- to share information with our supervising IBCLC for the purposes of professional supervision and development (see clause 10);
- to process payments and manage our client records;
- to comply with our legal and professional obligations as an AHPRA-registered health practitioner and IBCLC; and
- to improve our services and professional practice.

We will not use or disclose your personal information for any purpose that is not described in this Policy without your consent, except where required or authorised by law.

6. HOW WE STORE AND PROTECT YOUR INFORMATION

6.1 Storage

Your personal and health information is stored securely using the following platforms:

- Cliniko - our practice management system, used for client records, appointment notes, and care plans;
- Google Drive - used for secure document storage; and
- Microsoft Teams - used for the delivery of telehealth consultations.

6.2 Security Measures

We take reasonable steps to protect your information from misuse, interference, loss, and unauthorised access, modification, or disclosure. These steps include:

- password-protected access to all platforms and devices used to store client information;
- use of reputable, secure third-party platforms with their own privacy and security frameworks;
- limiting access to your information to Charlene and, where applicable, the supervising IBCLC; and
- secure disposal of information at the end of the retention period.

6.3 Overseas Data Processing

Some of the third-party platforms we use (including Google Workspace and Microsoft Teams) may store or process data on servers located outside Australia. By engaging our services, you acknowledge that your information may be stored or processed overseas by these platforms, subject to the privacy laws of the relevant jurisdiction and the platform's own privacy policy. We take reasonable steps to ensure that these platforms maintain appropriate privacy and security standards.

Cliniko is an Australian-based practice management platform. For information about how Cliniko handles your data, visit www.cliniko.com/policies/privacy.

For information about Google's privacy practices, visit policies.google.com/privacy.

For information about Microsoft's privacy practices, visit privacy.microsoft.com.

7. HOW LONG WE KEEP YOUR INFORMATION

We retain client health records in accordance with the guidelines applicable to our AHPRA registration as an Endorsed Midwife. Specifically:

- health records are retained for a minimum of 7 years from the date of your last appointment; or
- where records relate to a child, records are retained until the child turns 25 years of age -

whichever period is the longer.

Following the expiry of the applicable retention period, your records will be securely destroyed in a manner that protects your confidentiality.

If you would like to know how long we will retain your specific records, please contact us using the details in clause 14.

8. WHO WE SHARE YOUR INFORMATION WITH

We treat your personal and health information as strictly confidential. We will not disclose your information to third parties except in the following circumstances:

8.1 Your Healthcare Providers

Where you have consented to collaborative care, we may share relevant information with your nominated healthcare providers, such as your GP, midwife, obstetrician, or paediatrician. We will only do this with your consent, except in an emergency where disclosure is necessary to protect your health or the health of your baby.

8.2 Supervising IBCLC

As part of Charlene's ongoing professional development, her practice is overseen by a supervising IBCLC (currently Jayne Viddler IBCLC). In some circumstances, de-identified or identified case information - including consultation notes and records - may be shared with the supervising IBCLC for the purposes of professional supervision and case review. All such disclosures are subject to professional confidentiality obligations. You will be asked to consent to this information sharing as part of your Client Intake and Consent Form.

8.3 Third-Party Service Providers

We use third-party platforms to deliver our services, including Cliniko (practice management), Google Workspace (document storage), and Microsoft Teams (telehealth). These providers may have access to your information as part of delivering their services to us. We only use providers who maintain appropriate privacy and security standards.

8.4 Legal Requirements

We may disclose your information where required or authorised by law, including:

- (a) in response to a court order, subpoena, or other legal process;
- (b) to comply with our mandatory reporting obligations as a registered health practitioner; or
- (c) where we reasonably believe disclosure is necessary to prevent or lessen a serious and imminent threat to the life or health of any person.

8.5 With Your Consent

We may share your information in any other circumstances where you have given your express consent.

9. DIRECT MARKETING

We will not use your personal information for direct marketing purposes without your prior consent. If you have consented to receiving communications from us - for example, practice news, feeding resources, or promotional content - you may withdraw that consent at any time by contacting us at charlene.pook@outlook.com.

We will always honour opt-out requests promptly and will not use your information for marketing after you have withdrawn consent.

10. SUPERVISED PRACTICE AND PROFESSIONAL DEVELOPMENT

Charlene's practice is overseen by a supervising IBCLC as part of her ongoing professional development. From time to time, case information - which may include consultation notes, care plans, and records - may be shared with the supervising IBCLC for the purpose of professional supervision and case review.

Additionally, Charlene may use de-identified clinical information (from which all identifying details have been removed) for the purposes of professional education, supervision, and practice development. De-identified information will not be used in any manner that could reasonably identify you or your baby.

Where Charlene wishes to use recordings or photographs of a consultation for supervised practice purposes, this will only be done with your express, written, and opt-in consent as set out in the Client Intake and Consent Form.

11. PHOTOGRAPHS AND VIDEOS

We may wish to use photographs or videos featuring you and/or your baby for educational or promotional purposes on our website, Facebook, or Instagram. This will never occur without your explicit, written, and opt-in consent.

Your consent to the use of photographs or videos is entirely optional. Providing or withholding this consent has no effect on the services you receive or any fees you pay. You may withdraw your consent at any time by contacting us in writing at charlene.pook@outlook.com.

The specific consent options - including which platforms, what type of content, and whether the purpose is educational, promotional, or both - are set out in the Client Intake and Consent Form.

12. NOTIFIABLE DATA BREACHES

As a health service provider subject to the Privacy Act 1988 (Cth), we are subject to the Notifiable Data Breaches (NDB) scheme under Part IIIC of the Privacy Act.

In the event of an eligible data breach - that is, a breach involving your personal information that is likely to result in serious harm to you - we are required to:

- notify the Office of the Australian Information Commissioner (OAIC); and
- notify you (the affected individual) as soon as practicable after we become aware of the breach.

We take the security of your information seriously and maintain reasonable safeguards to minimise the risk of a data breach. In the event of a breach, we will act promptly to contain and remediate the incident and will comply with all notification obligations under the NDB scheme.

For further information about the NDB scheme, visit www.oaic.gov.au.

13. YOUR RIGHTS

13.1 Right of Access

You have the right to request access to the personal and health information we hold about you. To make an access request, please contact us in writing using the details in clause 14. We will respond to your request within a reasonable timeframe (generally within 30 days) and will provide access in the format you request where it is reasonable to do so.

We may charge a reasonable fee to cover the administrative costs of providing access. We will advise you of any applicable fee before processing your request.

In some circumstances we may decline to provide access to information, for example where providing access would pose a serious threat to your health or the health of another person, or where required by law. If we decline your request, we will explain our reasons in writing.

13.2 Right of Correction

If you believe that personal information we hold about you is inaccurate, incomplete, out of date, irrelevant, or misleading, you may request that we correct it. Please contact us in writing using the details in clause 14. We will respond to correction requests within a reasonable timeframe and will notify any third parties to whom we have previously disclosed the inaccurate information where it is practicable to do so.

13.3 Right to Make a Complaint

If you have a concern about the way we have handled your personal information, we encourage you to contact us first so we can try to resolve your concern:

- Email: charlene.pook@outlook.com
- Phone: 0422 972 679

We will acknowledge your complaint within 5 business days and endeavour to resolve it within 30 days.

If you are not satisfied with our response, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC):

- Website: www.oaic.gov.au
- Phone: 1300 363 992
- Post: GPO Box 5218, Sydney NSW 2001

14. AUSTRALIAN PRIVACY PRINCIPLES - COMPLIANCE SUMMARY

The following table summarises how we comply with the Australian Privacy Principles applicable to our practice:

Australian Privacy Principle	How Charlene Complies
APP 1 - Open and transparent management	We maintain this Privacy Policy and make it available at charlenepookIBCLC.com and on request.
APP 3 - Collection of solicited information	We only collect personal and health information that is reasonably necessary to provide our services.
APP 5 - Notification of collection	We notify clients of the collection of their information through this Privacy Policy and the Client Intake and Consent Form.
APP 6 - Use and disclosure	We only use and disclose information for the purposes described in this Policy or with your consent.
APP 7 - Direct marketing	We do not use client information for direct marketing without your prior consent.
APP 8 - Cross-border disclosure	We acknowledge that third-party platforms may process data overseas and take reasonable steps to ensure appropriate protections are in place.
APP 10 - Quality	We take reasonable steps to ensure that information we collect and use is accurate, up to date, and complete.

Australian Privacy Principle	How Charlene Complies
APP 11 - Security	We maintain password-protected systems, use secure platforms, and limit access to authorised persons only.
APP 12 - Access	Clients may request access to their personal information at any time by contacting us in writing.
APP 13 - Correction	Clients may request correction of inaccurate information at any time by contacting us in writing.

15. CHANGES TO THIS PRIVACY POLICY

We review this Privacy Policy annually and update it as required to reflect changes in our practice, changes in the law, or changes in the way we handle personal information.

The current version of this Privacy Policy is always available at charlenepookIBCLC.com and on request. Where changes are material, we will notify existing clients by email before the changes take effect.

Your continued engagement of our services following notification of a material change constitutes your acceptance of the updated Policy.

16. GOVERNING LAW

This Privacy Policy is governed by the laws of Queensland, Australia. Our privacy obligations are set by the Privacy Act 1988 (Cth) and the Australian Privacy Principles.

17. CONTACT US

For any questions, concerns, or requests relating to this Privacy Policy or the handling of your personal information, please contact us:

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