

Privacy Policy of Skin Deep Massage Therapy
Effective Date: 12/07/2025

Skin Deep Massage Therapy is committed to protecting your privacy in accordance with the **Privacy Act 1988** and the **Australian Privacy Principles (APPs)**. This Privacy Policy outlines how we collect, use, store, disclose, and protect your personal information.

1. Collection of Personal Information

We collect personal information necessary to provide therapeutic services and operate our business. This may include:

- Full name, date of birth, and contact details (phone number, email, address)
- Health history and medical information relevant to your massage therapy
- Payment and billing details
- Emergency contact information
- Appointment and service history

We may collect this information directly from you via consultation forms, in person, by phone, or through our website.

2. Use of Personal Information

We use your personal information to:

- Provide massage therapy services tailored to your needs
- Communicate with you regarding appointments or services
- Maintain accurate treatment records
- Comply with legal and regulatory obligations
- Improve our services and client experience

3. Disclosure of Personal Information

We will not sell, rent, or trade your personal information. We may disclose it:

- To other healthcare professionals (with your consent)
- When required by law, court order, or government authority
- To service providers (e.g., IT or booking systems) who assist in our business operations, under strict confidentiality obligations

4. Storage and Security

We take reasonable steps to ensure your personal information is stored securely and protected from misuse, loss, unauthorised access, or disclosure. This includes:

- Secure physical storage of paper records
- Password-protected electronic records
- Staff training on confidentiality and data protection

We retain personal information for as long as necessary to provide services and comply with legal obligations, after which it is securely destroyed or de-identified.

5. Access and Correction

You may request access to the personal information we hold about you. If any information is inaccurate, out-of-date, or incomplete, you may request a correction.

To make a request, please contact us using the details below. We may require you to verify your identity.

6. Website and Online Services

If you use our website or online booking system, we may collect usage data via cookies and analytics tools. This helps us understand how users interact with our site and improve functionality.

You can adjust your browser settings to refuse cookies if preferred.

7. Complaints and Enquiries

If you believe your privacy has been breached or have any questions about this policy, please contact us:

Skin Deep Massage Therapy

Unit 8-75 Lorimer street Crib Point, Victoria 3919

Email: skindeepmassagetherapy.4@gmail.com

Phone: 0489 219 140

We take complaints seriously and will respond within a reasonable timeframe. If you are not satisfied with our response, you may contact the **Office of the Australian Information Commissioner (OAIC)** at <https://www.oaic.gov.au>.

8. Changes to This Policy

This Privacy Policy may be updated periodically to reflect changes in law or business practices. The updated version will be available on our website and in our clinic.

Let me know if you'd like help inserting your clinic's contact details or adapting this to a website version with linked sections.