Privacy Policy

Policy Code: HR-009  Version: 1.0S  Effective Date: 04 March 2011

Purpose:

Endeavour recognises the importance of privacy and security of personal details of all students, staff, clinic clients and customers. The Privacy Policy indicates the minimum privacy standards for handling Personal Information, in relation to internal and external practices. The policy aims to protect and provide absolute privacy and quality assurance for all people who are involved with the College.

Australian College of Natural Medicine (ACNM) Pty Ltd is committed to following the guidelines, requirements and spirit of the Commonwealth Privacy Act and the National Privacy Principles.

ACNM Pty Ltd trades under the names Endeavour College of Natural Health, Wellnation and Fitnation. For the purposes of this policy, the terms Endeavour College of Natural Health, Endeavour, Endeavour College or The College will be used.

Scope:

- College wide
- All permanent employees, full time employees, temporary and casual employees, academic contractors and contractors
- All students

Policy Statement:

Overview

Endeavour College of Natural Health handles Personal Information in relation to staff, students, clinic clients and customers, hereafter referred to as 'stakeholders'. This policy is an essential measure in delivering superior customer service and ensures appropriate infrastructure is in place to effectively manage privacy requirements.

The Endeavour Privacy Policy seeks to:
• Ensure Personal Information is collected, stored, and used in accordance with the Privacy Act
• Acknowledge the responsibility of Endeavour in ensuring that stakeholder information is protected
• Protect the privacy of stakeholders by ensuring that only relevant Personal Information, which is necessary to provide products and services, is collected
• Ensure that all Personal Information collected, used or disclosed is accurate, complete and up-to-date
• Obtain consent to collect sensitive information
• Take reasonable steps to make an individual aware of
  o Why we are collecting information about them
  o Who else we might give it to
  o Other specified matters
• Destroy or permanently de-identify Personal Information if we no longer need it for any purpose for which we may use or disclose information

**Terminology**

**Personal Information** means "personal information" as defined in the Privacy Act. This information may include details such as an individual's name, address, billing information, contact telephone number, email address or photograph.

**Products and services** means any product or service, provided to students, staff or other stakeholders in the normal course of the College’s functions and activities.

This can be an activity performed in relation to an individual that is intended or claimed (expressly or otherwise) by the person performing it to:

• Assess, record and maintain personal contact details for marketing of upcoming courses or events to students, staff and other stakeholders, including and outside service providers
• Develop and continue our relationship with students, staff and other stakeholders, including and outside service providers

**Approved Third Parties** are our related Colleges (College of Natural Beauty, Fitnation, Fitness Institute of Australia (FIA)), any institution with which we have entered into a Memorandum of Understanding (MOU), and external Service Providers (including course facilitators, publishers and printers, clinicians, suppliers and other similar service providers). We have taken reasonable steps to ensure that Approved Third Parties only
handle personal information in accordance with the National Privacy Principles.

**Breaches of Privacy**

The Privacy Officer will handle any privacy complaints and if no resolution is reached, the complaint will be forwarded to the Chief Executive Officer for further action.

**Discipline for Breach of the Privacy Policy**

All incidents of breach in relation to this policy must be reported to the Privacy Officer in the first instance.

Breach of this policy by Endeavour staff (including contract and academic contract staff) will result in disciplinary action, and may result in summary dismissal.

Breach of this policy by Endeavour students will be treated as student misconduct, and investigation and subsequent action will be as per the **Student Misconduct Policy**. This may result in cancellation of enrolment and exclusion from the College.

**Confidentiality**

Unauthorised disclosure of Endeavour information, including HR data, student records, clinic client health information or the misuse of intellectual property belonging to Endeavour, is prohibited and may result in termination of employment (for staff) or exclusion from the College (for students).

**Collection of Personal Information**

All information collected by Endeavour is for the purpose of providing a high quality service for all Endeavour staff, students and clients.

Only personal information necessary to provide services or activities is collected.

The collection of personal information should be conducted in a lawful and fair manner (approach taken is open and not misleading), and in a way that is not unreasonably intrusive.

If it is reasonable and practicable to do so, personal information about an individual is obtained only from that individual.

If personal information is collected about an individual from someone else, reasonable
steps are taken to ensure that the individual is or has been made aware of the following:

- The identity of the College and its contact details
- How the individual may obtain access to his or her personal information
- Purposes for which the personal information is collected
- To whom the personal information will be disclosed
- What the consequences may be (if any) if the individual does not provide all of their personal information requested. This includes possible inability to provide products, services or requests.

The College does not actively collect personal information which is "sensitive information" (as defined in the Privacy Act 1988) but may collect "sensitive information" by consent if it is volunteered.

Use and Disclosure

Purpose of Collection

The 'primary' purpose for collection of data is always made clear at the time of collection.

Consent for secondary purposes may be obtained at the same time of gathering information for the primary purpose or by future call/contact. Secondary purposes include:

- Direct marketing
- Follow-up
- Relationship development
- Promotion of Endeavour
- Journal publications

If the information is used for secondary purposes, the following apply:

- The secondary purpose relates to the primary purpose of collection, and if the personal information is sensitive information, directly related to the primary purpose of collection; AND
- The individual would reasonably expect the organisation to use or disclose the information for the secondary purpose; OR
- The individual has consented to the use or disclosure; OR
- If the information is not sensitive information and the use of the information is for the secondary purpose of direct marketing to non members:
  - It is impracticable for Endeavour to seek the individual's consent before
that particular use
  o The individual has not made a request to the organisation not to receive
direct marketing communications
  o Endeavour’s procedures and guidelines on direct marketing are complied
with.

Data Quality and Security
Endeavour will take all reasonable steps to ensure that personal information is accurate,
complete and up-to-date at time of use:
  • Staff are able to update their own personal information via the
    Employee/Manager Online (EMO) payroll system, as well as directly with HR
  • Students can update their personal information via the student ePortal
  • Clinic Clients’ personal information is verified during contact.

Security of personal information covers electronic and paper storage and handling. Safeguards against misuse, loss and unauthorised access/modification/disclosure are in
place for employee, student and client records. Staff and students are educated in the
importance of confidentiality. Refer to the following documents for further information:

  • Employee and Contractor Code of Conduct
  • Confidentiality of Student Records Policy
  • Confidentiality in Student Clinic Policy
  • Clinic Client Access to Health Records Policy
  • Guidelines for Client Record Keeping

Transborder Data Flows
Endeavour will only transfer personal information about an individual to someone (other
than the College or the individual) who is in a foreign country if:

  • The College reasonably believes that the recipient of the information is subject to
    a law, binding scheme or contract which effectively upholds principles for fair
handling of the information that are substantially similar to the National Privacy
Principles; or
  • The individual consents to the transfer; or
  • The transfer is necessary for the performance of a contract between the
    individual and the College, or for the implementation of pre-contractual measures
taken in response to the individual's request; or

- The transfer is necessary for the conclusion or performance of a contract concluded in the interest of the individual between the College and a third party; or

- All of the following apply:
  o The transfer is for the benefit of the individual
  o It is impracticable to obtain the consent of the individual to that transfer
  o If it were practicable to obtain such consent, the individual would be likely to give it
  o The College has taken reasonable steps to ensure that the information, which is transferred, will not be held, used or disclosed by the recipient of the information inconsistently with the National Privacy Principles.

Queries

Any Privacy-related queries should be addressed to:

The Privacy Officer
Endeavour College of Natural Health
362 Water Street
Fortitude Valley, QLD 4006

Email: privacy@endeavour.edu.au

Related Procedures:

Not Applicable

Definitions:

Transborder Data Flow – transmission of data between countries.

Further Information:

Related Policies:

Clinic Client Access to Health Records Policy
Confidentiality in Student Clinic Policy
Confidentiality of Student Records Policy
Confidentiality Policy

Employee and Contractor Code of Conduct

Endeavour College of Natural Health Website Privacy Policy

Student Misconduct Policy

Benchmarking: AIM Qld & NT

Supporting Research and Analysis: Not Applicable

Related Documents: Not Applicable

Related Legislation: Privacy Act 1988 (Commonwealth)

Guidelines: Guidelines for Client Record Keeping
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<th>Quality Coordinator</th>
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<td>Policy Owner:</td>
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| Contact:           | Privacy Officer
                    | privacy@endeavour.edu.au           |
| Approval Body:     | Chief Executive Officer
                    | Meeting date: 03 March 2011         |
| Policy Status:     | New                                 |
| Responsibilities for Implementation: | Director of Human Resources
                                          | Senior HR Advisor                   |
| Key Stakeholders:  | Director of Campus Services
                    | Director of Education
                    | Director of Finance and Corporate Affairs
                    | Director of Human Resources
                    | Director of Marketing, International and Business Development
                    | Director of Online Services         |
| Date for Next Review: | March 2013                         |

<p>| Version Summary |
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<td>28Oct10</td>
<td>N Chaperon</td>
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<td>0.2</td>
<td>25Feb11</td>
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<td>Incorporating feedback; addition of Privacy Officer and administration details.</td>
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<td>1.0S</td>
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