



Audiology
@Home 

Privacy Policy

July 2021

INTRODUCTION

1.1 Audiology@Home respects the privacy of its patients and will diligently ensure that it processes their personal information and special personal information appropriately, transparently, securely and in accordance with applicable laws. For the purpose of this policy, the relevant terms are defined as follows:

1.1.1 Personal information means any information that may be used to identify an individual, including but not limited to marital status (married, single, divorced); national origin; age; language; birth; education; financial information, which may include financial history and information; an identifying number (for example, an account number, identity number or passport number); email address; location information; physical address (for example, a residential address, work address or physical location); telephone number (including a cellular number, home landline or office work number); biometric information (for example, fingerprints, signature or voice); race and/or gender; physical health; mental health; well-being; disability; religion; belief; conscience; culture; medical history (HIV/Aids status and any medical history disclosed or obtained); criminal history; employment history; personal views, preferences and opinions; confidential correspondence; another person's views or opinions about an individual; and/ or name.

1.1.2 Processing of information means the lawful and reasonable automated or manual activity of collecting, recording, organizing, storing, updating, distributing and removing or deleting personal information to ensure that such processing is adequate, relevant and not excessive given the purpose for which it is processed.

1.1.3 As a private healthcare practice, Audiology@Home functions within the healthcare sector and is firmly committed to complying with the Protection of Personal Information Act 4 of 2013 (POPIA). This Act requires Audiology@Home to inform members regarding the manner in which their personal information is used, disclosed and destroyed. It furthermore places considerable responsibility on Audiology@Home with regard to the manner in which it engages with its patients/stakeholders and how personal information is processed and secured.

This Privacy Policy outlines Audiology@Home practices with respect to information collected from users who access our website, or otherwise share personal information with us.

1. GROUNDS FOR DATA COLLECTION AND SHARING OF INFORMATION

1.1 Processing of your personal information (meaning, any information which may potentially allow your identification with reasonable means; hereinafter " Personal Information ") may be required, subject to your election, for the performance of our obligations towards you and providing you with our services, such as, the completion of an enquiry Form.

1.2 Audiology@Home will only collect, disclose, collate, process and store ("use") personal information at its discretion when it is necessary and with written consent, in order to manage bookings of appointments, during claiming processes with the patients' medical aid and or when handing over patients accounts to debt collectors. Such use will be subject to such prevailing laws as may be applicable, to ensure that personal information remains protected and is used for the lawful and specific purpose for which it is required.

1.3 In order to provide services and access to data, Audiology@Home will track, retain and collect personal information, and will share such information in a controlled manner with authorized persons, such as healthcare professionals, to enable users to access such personal information and services as contemplated herein.

1.4 Audiology@Home will collect and share aggregated user data with its business partners and other third parties for the purposes of developing content and ensuring relevant advertising and content, but will never use such data to identify individual users. These business partners and affiliated companies do not have any independent right to share this information, and contracts therefore include detailed non-disclosure agreements. For the purpose of this policy, aggregated user data refers to behavioral data and anonymized demographic data.

2. HOW DO WE RECEIVE INFORMATION ABOUT YOU?

2.1 We receive your Personal Information from various sources:

- When you voluntarily provide us your personal details in order to access our services, such as making a booking, or sending an enquiry on the website
- When you use or access our Site in connection with your use of our services;
- From third party providers, services and public registers (for example, traffic analytics vendors).

3. WHAT DO WE DO WITH THE INFORMATION COLLECTED?

3.1 We do not rent, sell, or share Users' information with third parties except as described in this Policy. We may use the information for the following:

- Communicating with you – booking appointments with you, sending you notices regarding our services, providing you with technical information and responding to any customer service issue you may have
- To communicate with you and to keep you informed of our latest updates and services;
- To serve you advertisements when you use our Site
- To market our websites and products
- Conducting statistical and analytical purposes, intended to improve the Site.
- In addition to the purposes listed in this Privacy Policy, we may share Personal Information with our trusted third party providers, who may be located in different jurisdictions across the world, for any of the following purposes:
 - Hosting and operating our Site;
 - Providing you with our services, including providing a personalized display of our Site;
 - Storing and processing such information on our behalf;
 - Providing you with marketing offers and promotional materials related to our Site and services;
 - Performing research, technical diagnostics or analytics;

4. SHARING OF INFORMATION COLLECTED

4.1 Personal information of users that is collected on Audiology@Home's websites may be shared with companies and/or affiliated persons who are associated and in business with Audiology@Home, irrespective of their location in the world, except for personal information which is protected under the Act, which may only be shared or disclosed as may be permitted under the Act.

4.2 Audiology@Home stores all data received within a secured environment with limited access.

4.3 Audiology@Home may send personal information to other companies or people under any of the following circumstances:

- When consent has been obtained to share the information;
- When Audiology@Home is required to provide information to the user in respect of products, offerings or services requested by the user;

- When Audiology@Home is required to send the information to service providers who work on behalf of Audiology@Home to provide a product or service to the user (we will only provide the information if the service provider needs this to deliver the service, and we will only share the information for such specific purpose and with the explicit understanding that they are prohibited from using the information for any other purpose);
- When the user requests to receive updates on the latest relevant announcements, news, special offers or other information, from Audiology@Home
- When Audiology@Home is required by law to disclose personal information;
- When sharing information is required to enable us to enforce our Terms and Conditions of Use; and
- In urgent circumstances in order to protect personal safety, public safety or where the integrity of Audiology@Home websites may be compromised.

5. MINORS AND PRIVACY

5.1 Audiology@Home will not provide any services to a minor unless such minor has explicit written consent from a parent or guardian to do so. We do not intentionally collect or use personal information of children (persons under the age of 18 years) unless with express consent of a parent or guardian or if the law otherwise allows or requires us to process such personal information. Audiology@Home undertakes not to contact minors about promotional offers or for marketing purposes without parental consent.

6. HOW DO WE SAFEGUARD YOUR INFORMATION?

6.1 We take great care in implementing and maintaining the security of the Site and your information physically stored. Although we take reasonable steps to safeguard information, we cannot be responsible for the acts of those who gain unauthorized access or abuse our Site, and we make no warranty, express, implied or otherwise, that we will prevent such access.

7. USER RIGHTS

7.1 You may request to:

- Receive confirmation as to whether or not personal information concerning you is being processed, and access your stored personal information, together with supplementary information.
- Request rectification of your personal information that is in our control.

- Request erasure of your personal information.
- Object to the processing of personal information by us.
- Request to restrict processing of your personal information by us.
- Lodge a complaint with a supervisory authority.
- However, please note that these rights are not absolute, and may be subject to our own legitimate interests and regulatory requirements.

7.2 Retention

We will retain your personal information for as long as necessary to provide our services, and as necessary to comply with our legal obligations, resolve disputes, and enforce our policies.

Retention periods will be determined taking into account the type of information that is collected and the purpose for which it is collected, bearing in mind the requirements applicable to the situation and the need to destroy outdated, unused information at the earliest reasonable time.

Under applicable regulations, we will keep records containing client personal data, communications and anything else as required by applicable laws and regulations.

We may rectify, replenish or remove incomplete or inaccurate information, at any time and at our own discretion.

8. UPDATES OR AMENDMENTS TO THIS PRIVACY POLICY

8.1 Audiology@Home reserves the right to amend this policy and the terms and conditions from time to time. Any material change in the way we use or protect the personal information will be noted on the Audiology@Home websites, or otherwise will be communicated to the user as may be reasonably expedient, and the user will have the option of reviewing such amendment prior to proceeding to use the websites, the mobile app or any other

9. LODGING A COMPLAINT

9.1 Should there be any concern regarding a breach of information or the inappropriate use of information, please let us know first by contacting Audiology@Home's designated information officer by emailing Lee-Anne@Audiologyathome.co.za This will allow us to investigate the matter and take appropriate action.

9.2 If you are still not satisfied after having followed this process, you have the right to lodge a complaint with the Information Regulator using the contact details below:

The Information Regulator (South Africa)

JD House

27 Stiemens Street

Braamfontein

Johannesburg

2001

Telephone Number: +27 (0) 10 023 5207

Fax Number: (011) 403 0668

Complaints email: complaints.IR@justice.gov.za

General enquiries email: inforeg@justice.gov.za

affected digital platforms.

10.HOW TO CONTACT US

10.1 If you have any general questions about the Site or the information we collect about you and how we use it, you can contact us at info@audiologyathome.co.za