

KIDS ON THE MOVE LIMITED – PRIVACY POLICY

Kids on the Move Limited (NZCN 9423494) (**we, us or our**), understands that protecting your personal information is important. This Privacy Policy sets out our commitment to protecting the privacy of personal information provided to us, or collected by us, when interacting with you.

The information we collect

Personal information: is information or an opinion, whether true or not and whether recorded in a material form or not, about an individual who is identified or reasonably identifiable.

The types of personal information we may collect about you include:

- **Identity Data** including your name, date of birth, age, profession, and gender.
- **Contact Data** including your telephone number, address and email.
- **Financial Data** including bank account details provided by you for the purpose of paying invoices.
- **Transaction Data** including details about payments to you from us and from you to us and other details of products and services you have purchased from us.
- **Technical and Usage Data** when you access our website, details about your internet protocol (IP) address, login data, browser session and geo-location data, statistics on page views and sessions, device and network information, acquisition sources, search queries and/or browsing behaviour, access and use of our website (including through the use of Internet cookies or analytics), and communications with our website.
- **Health Information** including medical reports, referral information from healthcare providers, clinical assessments, treatment notes, progress reports, photographs and videos taken for clinical purposes, and any other health-related information relevant to the provision of paediatric physiotherapy services.
- **Parental and Guardian Information** including the names and contact details of parents, guardians or other authorised representatives of child and teenage clients.
- **Referrer Information** including the names and contact details of GPs, paediatricians and other healthcare professionals who refer clients to us.
- **Interaction Data** including information you provide to us when you complete forms on our website, respond to surveys, or communicate with us.

How we collect personal information

We collect personal information in a variety of ways, including:

- when you interact directly with us, including face-to-face, over the phone, over email, or through our website;
- when you complete a form, such as our client enrolment form, referral form, consent forms, or enquiry forms on our website;
- from third parties, such as GPs, paediatricians and other healthcare professionals who refer clients to us (where appropriate consent has been obtained);
- from parents, guardians or other authorised representatives of child and teenage clients;
- from our website analytics and hosting providers (Rocket Spark);
- from our patient management and invoicing platform (Cliniko);
- from third parties, such as details of your use of any website we operate (from our analytics and cookie providers and marketing providers. Where we collect personal information about you from a third party source other than you (other than the personal information which we have specified will be collected by us in accordance with this Privacy Policy) we will take reasonable steps to notify you of such collection, including the fact that the information has been collected, the purpose for which the information has been collected, the intended recipients of the information, and the name and address of the agency that is holding the information, as required by law. See the "Cookies" section below for more detail on the use of cookies); or
- from publicly available sources, where relevant.

Why we collect, hold, use and disclose personal information

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

For clients and their families:

- to provide paediatric physiotherapy services to you or your child, including assessment, treatment planning, and ongoing care;
- to maintain accurate clinical records and treatment notes;
- to communicate with you about appointments, treatment progress, and service delivery;
- to invoice you for services provided and process payments;
- to take photographs and videos for clinical purposes (with your consent), including documenting treatment progress, clinical assessment, and maintaining clinical records;
- to store and manage your health information securely through our patient management system (Cliniko);
- to comply with our professional obligations and standards of practice;
- to respond to enquiries and support requests;
- for internal record keeping and administrative purposes;
- to improve our services and business operations; and
- to comply with our legal obligations, including child protection obligations.

For referrers:

- to receive and process referrals from GPs, paediatricians and other healthcare professionals;
- to communicate with referrers about client progress and treatment outcomes (with appropriate consent);
- to maintain professional relationships with referring practitioners; and
- to comply with our professional obligations regarding information sharing within the healthcare system.

For website visitors:

- to enable you to access and use our website;
- to respond to enquiries submitted through our website;
- for analytics and to improve our website functionality and user experience; and
- to comply with our legal obligations.

Special provisions for children's information

We recognise that children's personal information, particularly health information, requires special protection. We handle children's information in accordance with the Privacy Act 2020 and the Health Information Privacy Code 2020.

For clients under 16 years of age, we will obtain consent from a parent or guardian before collecting, using or disclosing personal information (including health information and photographs/videos).

For clients aged 16 and 17 years, we will obtain parental or guardian consent at enrolment. We may then engage directly with the teenager regarding their ongoing care at our discretion, taking into account their maturity and understanding.

We will only use photographs and videos of children for clinical purposes and will not use them for marketing or promotional purposes without separate, explicit consent.

Our disclosures of personal information to third parties

We take your privacy seriously and only disclose your personal information where necessary and appropriate. The types of third parties we may disclose to, and the nature of information disclosed, are set out below:

- healthcare professionals involved in your child's care (with your consent), including referring GPs and paediatricians;
- IT service providers, data storage, web-hosting, Server providers, and including Cliniko (our patient management and invoicing platform) and Rocket Spark (our website hosting provider);
- regulatory authorities, including the Physiotherapy Board of New Zealand, as required by our professional obligations;
- child protection agencies, including Oranga Tamariki, where we have concerns about a child's safety or wellbeing;
- professional advisors, bankers, auditors, lawyers, our insurers and insurance brokers;
- payment systems operators for processing bank transfers;
- our existing or potential agents or business partners or suppliers;
- anyone to whom our business or assets (or any part of them) are, or may (in good faith) be, transferred;
- courts, tribunals and regulatory authorities, in the event you fail to pay for goods or services we have provided to you;
- courts, tribunals, regulatory authorities and law enforcement officers, as required or authorised by law, in connection with any actual or prospective legal proceedings, or in order to establish, exercise or defend our legal rights; and
- any other third parties as required or permitted by law, such as where we receive a subpoena.

Health Information Disclosures: We will only disclose health information in accordance with the Health Information Privacy Code 2020. This includes obtaining appropriate consent where required, or where disclosure is otherwise permitted or required by law (such as for child protection purposes, professional regulatory requirements, or court orders). We will take reasonable steps to determine whether consent is required in each circumstance, recognising that in some situations (such as child protection concerns or legal obligations) obtaining consent may not be practical or appropriate.

Google Analytics: We may use Google Analytics to understand how visitors use our website. This involves collecting Technical and Usage Data about website usage. To find out how Google uses data when you use third party websites or applications, please see www.google.com/policies/privacy/partners/ or any other URL Google may use from time to time."

You can opt-out of Google Analytics Advertising Features including using a Google Analytics Opt-out Browser add-on found [here](#). To opt-out of personalised ad delivery on the Google content network, please visit Google's Ads Preferences Manager [here](#) or if you wish to opt-out permanently even when all cookies are deleted from your browser you can install their plugin [here](#). To opt out of interest-based ads on mobile devices, please follow these instructions for your mobile device: On android open the Google Settings app on your device and select "ads" to control the settings. On iOS devices with iOS 6 and above use Apple's advertising identifier. To learn more about limiting ad tracking using this identifier, visit the settings menu on your device.

To find out how Google uses data when you use third party websites or applications, please see [here](#).

Overseas disclosure

Personal Information

While we store personal information in New Zealand, where we disclose your personal information to the third parties listed above, these third parties may store, transfer or access personal information outside of New Zealand, including but not limited to, Australia. We will only disclose your personal information overseas in accordance with the New Zealand Privacy Principles.

Your rights and controlling your personal information

Your choice: Please read this Privacy Policy carefully. If you provide personal information to us, you understand we will collect, hold, use and disclose your personal information in accordance with this Privacy Policy. You do not have to provide personal information to us, however, if you do not, it may affect our ability to provide physiotherapy services to you or your child.

Information from third parties: If we receive personal information about you from a third party, we will protect it as set out in this Privacy Policy. If you are a third party providing personal information about somebody else (including a parent or

guardian providing information about a child), you represent and warrant that you have such person's consent to provide the personal information to us.

Restrict and unsubscribe: We will only send you emails related to your child's care, appointments, invoicing, and important updates about our services. If you wish to opt-out of receiving non-essential communications from us, please contact us using the details below.

Access: You may request access to the personal information that we hold about you. For health information, you have a right of access under the Health Information Privacy Code 2020. An administrative fee may be payable for the provision of such information. Please note, in some situations, we may be legally permitted to withhold access to your personal information. If we cannot provide access to your information, we will advise you as soon as reasonably possible and provide you with the reasons for our refusal and any mechanism available to complain about the refusal. If we can provide access to your information in another form that still meets your needs, then we will take reasonable steps to give you such access.

Correction: If you believe that any information we hold about you is inaccurate, out of date, incomplete, irrelevant or misleading, please contact us using the details below. We will take reasonable steps to promptly correct any information found to be inaccurate, out of date, incomplete, irrelevant or misleading. Please note, in some situations, we may be legally permitted to not correct your personal information. If we cannot correct your information, we will advise you as soon as reasonably possible and provide you with the reasons for our refusal and any mechanism available to complain about the refusal.

Complaints: If you wish to make a complaint, please contact us using the details below and provide us with full details of the complaint. We will promptly investigate your complaint and respond to you, in writing, setting out the outcome of our investigation and the steps we will take in response to your complaint. If you are not satisfied with our response, you may contact the Office of the New Zealand Privacy Commissioner.

Storage and security

We are committed to ensuring that the personal information we collect is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures, to safeguard and secure personal information and protect it from misuse, interference, loss and unauthorised access, modification and disclosure.

Health information is stored securely in our patient management system (Cliniko), which is a New Zealand-based platform designed for healthcare providers. Physical documents containing health information (such as medical reports) are scanned into Cliniko and then securely destroyed by shredding.

Photographs and videos taken for clinical purposes are stored securely within Cliniko and are only accessible to authorised personnel.

We retain health information in accordance with our professional obligations and the Health Information Privacy Code 2020.

While we are committed to security, we cannot guarantee the security of any information that is transmitted to or by us over the Internet. The transmission and exchange of information is carried out at your own risk.

Cookies

We may use cookies on our website from time to time. Cookies are text files placed in your computer's browser to store your preferences. Cookies, by themselves, do not tell us your email address or other personally identifiable information. However, they do recognise you when you return to our online website and allow third parties to cause our advertisements to appear on your social media and online media feeds as part of our retargeting campaigns. If and when you choose to provide our online website with personal information, this information may be linked to the data stored in the cookie.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

Links to other websites

Our website may contain links to other party's websites. We do not have any control over those websites and we are not responsible for the protection and privacy of any personal information which you provide whilst visiting those websites. Those websites are not governed by this Privacy Policy.

Amendments

We may, at any time and at our discretion, vary this Privacy Policy by publishing the amended Privacy Policy on our website. We recommend you check our website regularly to ensure you are aware of our current Privacy Policy.

For any questions or notices, please contact us at:

Kids on the Move Limited (NZCN 9423494)

Email: info@kidsonthemove.co.nz

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