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**Privacy Policy for Allied Medical**

At Allied Medical, safeguarding personal information and respecting individuals' privacy is of utmost importance to us, especially given the sensitive nature of health-related information.

This privacy policy aims to provide clarity on why and how we collect, store, and use personal information. It is designed to empower our customers and employees by informing them of their rights. This policy pertains to personal information provided directly by individuals and by others, including our customers with whom we collaborate to offer health and disability equipment. Throughout this Privacy Policy, we refer to any information that can uniquely identify an individual as "Personal Information."

**What Information Do We Collect?**

During your interactions with us, including the use of our website and other services, we may collect, store, and utilise the following types of personal information:

* Your name and contact details, such as address, phone number, and email address.
* Health information received from funding agencies, assessors, and subcontractors related to your equipment requirements.
* Information regarding any products or services requested or ordered from us or provided to you.
* Correspondence with you concerning the products and services we are delivering.

When you use our website, we may also gather the following personal information:

* Information related to your web browser version, IP address, time zone, cookie data, viewed sites or products, search terms, and website interaction.
* Details necessary for processing your purchases.
* Purchase history.
* Additional information may be collected if you contact us for support.

**How We Utilise the Personal Information We Collect**

We employ the information we gather for various purposes, including:

* Supporting the delivery of our products and services to our clients and their customers.
* Assisting with the trial process and providing post-sales support.
* For Account holders, to assess your eligibility for a line of credit or to collect outstanding debts under a line of credit.
* Notify you if your product is affected by recall or a product correction is required.
* Conducting internal analysis and maintaining records.
* Enhancing our website and customer service.
* Keeping you informed about products, services, events, promotions, and other sales and marketing activities (in compliance with applicable laws).
* Facilitating recruitment processes.
* Managing employee-related matters and delivering internal services to our team.
* Other purposes associated with our business.

We only share your personal information with the following parties when reasonably necessary for the purposes outlined in this policy:

* Suppliers, when specialised equipment is needed to meet your requirements.
* Subcontractors or other providers, when required to deliver equipment or provide technical services.
* Trusted website and data administrators.

Additionally, we may disclose your personal information if required by law or in connection with legal proceedings.

**Publicity and User Stories**

We will only use specific personal information, including text, photographs and videos, if you have granted permission for such usage. We are responsible for ensuring that this information is used within the scope agreed and will remove user stories at any time upon request

**Cookies**

Cookies are small text files placed on your computer by websites you visit. They improve website functionality and provide information to site owners. You can manage and control cookies through your browser, including deleting them from your browser history (cache) when leaving the site. In most cases, you can decline cookies and still fully navigate the Allied Medical website.

We also employ analytics software, specifically Google Analytics, to analyse website usage. Google Analytics is an online service for tracking and reporting website traffic. Data collected may be shared with other Google services for personalised advertising based on your online profile. You can opt out of Google Analytics by installing browser software that prevents sharing of your online activity data.

**Third-Party Websites**

The Allied Medical website has carefully selected links that go to external websites. Clicking on these links subjects you to the privacy and security policies of the linked website. The presence of these links does not imply Allied Medical's endorsement of any information or views on those external websites.

**Security of Your Personal Information**

We take reasonable technical and organisational measures to prevent the loss, misuse, unauthorised access, and disclosure of your personal data.

We store and process personal information using Microsoft Office 365 and Cloud-based storage hosted in Australia, with numerous security and privacy safeguards in place to protect personal data. For more information on Microsoft's privacy and security practices, refer to [Microsoft’s privacy and security practices](https://www.microsoft.com/en-us/trust-center/privacy).

**Updates**

This policy is regularly reviewed and updated as needed. The most current version will be available on our website, with updates taking immediate effect.

**Corrections and Concerns**

If you believe the information we hold about you is incorrect or outdated or if you have concerns about how we handle your personal information, please contact us at privacyofficer@alliedmedical.co.nz . We will work to resolve your concerns.

For any further queries or complaints related to our privacy policy, please contact our Privacy Officer. If you remain dissatisfied with our handling of your complaint, you may contact the Office of the Privacy Commissioner (<https://www.privacy.org.nz/about-us/contact/> ).