

## **Privacy Statement – EMPOWER-SMS**

EMPOWER-SMS (“Program”) is a text messaging service provided by the Lakeside Specialist Breast Clinic (“we”/“our”) using third party service providers including Known Pty Ltd (ABN 40 116 431 700) trading as ‘Burst SMS’ (“Burst SMS”). The Program is described on the registration page.

Please read this Privacy Statement and the Burst SMS Privacy Statement carefully. These Statements serves to inform you as to how we and Burst SMS collect, use and disclose your personal information when you apply to and receive the Program.

### **Collection by Us and third parties**

The Program is run by the Lakeside Specialist Breast Clinic using third party service providers including Burst SMS. The Program collects personal and sensitive information from you directly. We collect such information to help deliver the Program (i.e. the text messages) to you, including:

- when you register with the Program online and record your personal information;
- when we send and you open text messages; and
- if you contact us (e.g. sending us a text message or calling us); and
- if you choose to participate in a survey that we send to you.

When you register for the Program, we and the third parties collect the following personal and sensitive information from you:

- mobile phone number;
- first name and surname;

We will collect information when we send and you open text messages about the reliability of message delivery (completion, message responses, dropouts, date and time of messages). We will also collect information that you provide to us if and when you contact us (e.g. by sending us a text message or calling us), including your name.

At the end of the Program, we will send you a voluntary survey (that you can choose to participate in if you wish). These optional surveys are only short and assist us to assess the Program (including whether or not you are satisfied with it). These surveys will ask:

- personal information (e.g. gender, ethnicity, age, postcode);
- whether you found the Program to be useful and feel supported;
- whether the majority of messages were easy to understand;
- whether the messages helped you manage your health, motivated you to be physically active and eat healthier;
- what you liked most and least about the Program.

When you visit our registration website for the Program or click weblinks within the Program’s messages, we may collect information about your visit when you browse or otherwise use this site. Examples of the information that we may collect include:

- the server and IP (Internet Protocol) address of your machine;
- the date and time of the visit to the website;
- the webpage(s) visited and the documents downloaded; and
- the type of browser being used.

The various mechanisms used by us to collect your information include server logs, proxy logs, web beacons and cookies. A cookie is a package of data which a website requests be stored temporarily on a user’s computer (or in memory) to identify them as a visitor to that website. You can choose to disallow cookies by changing settings on your web browser. However, disabling all cookies may affect your ability to access the secure areas of this site. Cookies may also store the following information: session (numbered key) and duration. A numbered key is a unique server-generated number used to identify the current session. The information that we collect is used to assist us to improve the content and performance of this site and may be used for business and learning analytics purposes to assist us to make better decisions regarding its operations, services and community engagement. When you visit the secure area on this site we use cookies for security and personalisation purposes.

## **Use and Disclosure by Us and third parties**

We and any third party service providers will only use or disclose your personal information:

- for the purpose for which it was collected;
- for a directly related purpose, including checks into how the Program is performing;
- when we (and any third party service providers) have the appropriate consent to do so;
- to follow up with you regarding your experience using the Program; or
- as otherwise required, permitted or authorised by law.

Examples of how we will use and disclose your personal information include:

- registering you to participate in the Program;
- providing the Program to you;
- managing your registration; and
- updating you about news and details relevant to the Program.

It is important to understand and note that:

- we may make comments on the Program to the media, but will not disclose your personal information in doing so. Any data used would be aggregated and deidentified.
- your information may be stored, used and processed outside of Australia;
- we may create a de-identified version of the personal and health information we collect from you which may be used to improve the quality and performance our services; and
- we will retain your personal information as archived data in accordance with the record retention laws of NSW.

As detailed below, we use third party sub-contractors to help us deliver the Program. We are registering you and sending and receiving messages through a centralised web-based platform known as Burst SMS and its third party service providers. Each are reportedly secure platforms, but no platform is invulnerable. We discuss them further below.

### **Burst SMS and REDCap**

We have engaged Burst SMS to help us to provide the Program. Burst SMS will send and receive text messages from and to you via its web-based platform on our behalf. Accordingly, Burst SMS will have access to all text messages and any information that you provide to them, which will include your name and phone number. Burst SMS will collect, use and disclose your personal information in accordance with its privacy policy, available [here](#).

The end-of-program survey data is being collected through REDCap, a web application that we have a licence of and that is used globally to build and manage online surveys and databases.

### **Access, correction & complaints**

To access or amend your information, or for information about our complaints process, please contact Jenna Gardiner (0487 093 658) or Bronwyn Williams (0401 248 334), including to request a call back from us in standard business hours.

### **Amendment**

This Privacy Statement may be amended at any time. The amended Privacy Statement will be posted on our website or otherwise provided to you. This Policy Statement was last updated on 17 October 2023.