

FIRSTLINE PHARMACIST

Privacy Policy

Firstline Pharmacist is committed to protecting your privacy and handling your personal and health information with care, transparency, and respect. This Privacy Policy explains how we collect, use, store, and disclose your information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

As a health service provider, Firstline Pharmacist is bound by the APPs regardless of business size. Health information is classified as sensitive information under Australian law and is afforded a higher level of protection.

By using our services, you consent to the collection and handling of your information as described in this policy.

1. Who We Are

Firstline Pharmacist is a pharmacist-led telehealth service operating in Victoria, Australia. We provide online consultations for minor health concerns, medication guidance, absence-from-work certificates, and medication coaching services.

For privacy-related enquiries, please contact us in writing at the details provided at the end of this policy.

2. Information We Collect

We collect personal information that is necessary to provide our services safely and effectively. This may include:

Personal Information

- Full name and date of birth
- Contact details (email address, phone number)

Health Information

- Symptoms and health concerns described during consultation
- Current medications, supplements, and allergies
- Relevant medical history as disclosed by you
- Information provided in your pre-consultation intake form
- Clinical notes and advice provided during or after your consultation

Administrative Information

- Appointment booking details
- Payment records (processed securely via third-party payment platforms)
- Communications between you and Firstline Pharmacist

We collect only the minimum information necessary to deliver the service you have requested.

3. How We Collect Your Information

- Pre-consultation intake forms completed online prior to your appointment
- Information you provide verbally or in writing during your telehealth consultation

- Booking and scheduling platforms used to arrange your appointment
- Email or written communications with our service

We do not collect your information from third parties without your knowledge, except where required by law.

4. Why We Collect and Use Your Information

- To provide safe and clinically appropriate pharmacist-led telehealth consultations
- To assess your symptoms and make appropriate OTC recommendations or referrals
- To prepare and deliver your personalised OTC Care Plan or session summary
- To issue absence-from-work certificates where clinically appropriate
- To maintain accurate clinical records as required by professional and legal obligations
- To communicate with you regarding your consultation, follow-up advice, or appointments
- To comply with our legal and professional obligations as a registered pharmacist

We will not use your information for any purpose unrelated to the services you have requested, without your explicit consent.

5. Disclosure of Your Information

Firstline Pharmacist does not sell, rent, or trade your personal or health information. We may disclose your information only in the following limited circumstances:

Third-Party Service Platforms

We use trusted third-party platforms to operate our service, including telehealth video platforms, online booking systems, and payment processors. These providers may handle your data as part of delivering their service to us.

- Video consultation platform (e.g. Zoom or equivalent)
- Booking and scheduling system (e.g. Calendly or equivalent)
- Payment processing platform (e.g. Stripe or Square)

Some platforms may store or process data on servers located outside Australia. Where this occurs, we take reasonable steps to ensure your information is protected to a standard comparable to the APPs.

Legal and Regulatory Obligations

We may be required to disclose your information to comply with a legal obligation, court order, or regulatory requirement, including obligations under the Pharmacy Board of Australia or AHPRA.

Emergency Situations

Where we believe disclosure is necessary to prevent a serious and imminent threat to life, health, or safety, we may disclose relevant information to appropriate parties.

Referrals

Where we refer you to another healthcare provider, we will only share relevant clinical information with your knowledge and, where possible, your consent.

6. Storage & Security of Your Information

Reasonable steps are taken to protect your information from misuse, interference, loss, unauthorised access, modification, and disclosure. These include:

- Password-protected and encrypted platforms for storing clinical records
- Limiting access to your information to the pharmacist providing your care
- Using reputable, secure third-party platforms with their own security controls
- Not transmitting sensitive health information via unsecured channels

If you believe your information has been subject to a privacy breach, please contact us immediately.

7. Retention of Records

Clinical records are retained in accordance with legal obligations applicable to health service providers in Victoria. Health records for adults are generally retained for a minimum of 7 years from the date of last service.

Where records are no longer required and retention obligations have been met, information will be securely destroyed or de-identified.

8. Accessing and Correcting Your Information

You have the right to request access to the personal and health information we hold about you, and to request corrections where that information is inaccurate, incomplete, or out of date.

- Submit your request in writing to the contact details provided at the end of this policy
- We will respond within a reasonable timeframe, and no later than 30 days
- We will take reasonable steps to verify your identity before releasing any information
- In some circumstances, access may be refused where permitted by law — we will explain the reason

We do not charge a fee for lodging an access request, though a reasonable fee may apply for retrieving records in certain circumstances.

9. Privacy Complaints

If you have a concern about how we have handled your information, please contact us directly in the first instance. If you are not satisfied with our response, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC):

- Website: www.oaic.gov.au
- Phone: 1300 363 992
- Post: GPO Box 5218, Sydney NSW 2001

Quick Reference Summary

What We Collect	Personal details (name, DOB, contact information). Health information disclosed during consultation. Booking, payment, and communication records.
Why We Collect It	To deliver safe, clinically appropriate telehealth consultations.

	To issue care plans, session summaries, and absence certificates. To meet legal and professional obligations as a registered pharmacist.
Who We Share With	Third-party platforms (video, booking, payments) — limited to what is necessary. Regulatory or legal bodies where required by law. Other healthcare providers only with your knowledge and consent.
Your Rights	Request access to your information at any time. Request corrections to inaccurate or outdated information. Lodge a privacy complaint with us or the OAIC.
Contact Us	For all privacy enquiries, access requests, or complaints: Firstline Pharmacist Contact via the details listed on our booking page or website. We will respond within 30 days of receiving your written request.

Last reviewed: May 2026

This policy is reviewed periodically and may be updated to reflect changes in our services, platforms, or legal obligations. The current version will always be available on our website or booking page.

This document is intended as a good-faith representation of our privacy practices. It does not constitute legal advice. We recommend seeking independent legal review before publishing this policy.