

iCOPE Digital Perinatal Mental Health Screening platform (iCOPE) hosted by Personify Care

Privacy Notice

The Personify Care platform is provided by Personify Care Pty Ltd (ABN 95 601 519 573) (**Personify Care**) on behalf of the Centre of Perinatal Excellence (ACN 165 215 449) (**COPE**). This Privacy Notice outlines how, when using the Personify Care platform, COPE and Personify Care collect, hold, use and disclose your personal information.

By accessing or using iCOPE which is hosted on the Personify Care platform or clicking 'confirm' below, you are indicating that you have read, understand and agree to be bound by the Personify Care terms of use available at https://app.personifycare.com/common/terms_of_service. You understand that you are not required to agree to these terms, but that if you do not, then you are not able to use the Personify Care platform.

You also confirm your consent that COPE and Personify Care may collect, hold, use and disclose your personal information (including to their third party service providers) in accordance with each organisation's privacy policy:

- COPE's privacy policy is available at <https://www.cope.org.au/about/governance/privacy-policy/>; and
- Personify Care's privacy policy is available at <https://personifycare.com/privacy-policy/>.

You understand that you are not required to provide this consent, but that if you do not, then you are not able to complete your perinatal mental health assessment digitally. You may withdraw your consent at any time by contacting COPE using the details provided below. However, if you withdraw your consent, you may not be able to continue to use the Personify Care platform or complete your iCOPE perinatal mental health assessment digitally.

1 Who is collecting your personal information?

Your personal information may be collected by COPE, and is collected and processed on our behalf by Personify Care. Personify Care acts as a service provider and data processor, enabling COPE to deliver perinatal mental health screening digitally, through the Personify Care platform. COPE and Personify Care are responsible for your personal information and for ensuring it is handled in accordance with the *Privacy Act 1988 (Cth)* and the Australian Privacy Principles.

2 What kinds of personal information are collected?

The types of personal information collected may include:

- your name, contact details, date of birth;
- health information relevant to your care, such as medical history, and responses to clinical assessments; and
- technical data such as device type and usage patterns (used to improve service delivery). We may also collect information about your use of the platform, such as the times you access the platform and the features you use, to help us improve our services.

3 How is your personal information collected?

Your information is collected:

- directly from you when you register or interact with the Personify Care platform;
- from your healthcare professionals who input information into the platform; and
- through digital assessments submitted via the platform.

You will only be registered on the platform after providing your consent, either directly or through your healthcare provider. If you are under 18 years of age, we may require consent from your parent or legal guardian before collecting your personal information.

4 Why is your personal information being collected?

We collect and use your personal information to:

- deliver and coordinate your care effectively;
- provide you with timely information, reminders, and follow-up care;
- monitor your health status and recovery;
- meet our legal, clinical, and reporting obligations;
- improve the quality and safety of our services; and
- generate data to improve the quality and safety of perinatal mental health support and treatment. We collect your health information with your consent and as required to provide healthcare services to you, or as otherwise permitted or required by law.

5 Who will your information be shared with?

Your information may be shared with:

- COPE's customer support staff;
- Personify Care, who hosts and processes your data on COPE's behalf; and
- other third parties only where required or authorised by law (e.g. regulatory bodies or emergency services).

Your de-identified information may be shared with healthcare providers and State and Federal government agencies to provide data monitoring and analytics, de-identified population reporting, and to improve referral pathways for perinatal mental health support and treatment. We may also share your information with third-party service providers (such as IT support and cloud hosting providers) who assist us in delivering our services. These providers are contractually required to protect your information and only use it for the purposes of providing services to us.

Personify Care does not use your information for marketing or unrelated purposes.

6 How is your information stored and protected?

Your information is stored electronically in Australian data centres. Personify Care:

- uses Secure Sockets Layer encryption for data transmission;
- uses encryption of health information at rest;
- uses access controls and audit logs to prevent unauthorised access; and
- complies with the *Privacy Act 1988* (Cth) and the Australian Privacy Principles.

We retain your personal information for as long as necessary to fulfil the purposes for which it was collected, or as required by law. When your information is no longer needed, COPE and Personify Care will take reasonable steps to destroy or de-identify it in accordance with our respective data retention policies.

7 Is the collection of your information required by law?

In some cases, COPE is legally required to collect certain health information. Where this applies, we will inform you at the time of collection.

8 What happens if we don't collect your information?

If you choose not to provide your information, you will not be able to use the platform and we may not be able to:

- deliver certain aspects of your care; and
- meet our clinical or legal obligations.

9 Access and correction

You have the right to access and correct your personal information. To do so, please contact COPE at info@cope.org.au. We will respond to your request in accordance with applicable privacy laws.

If you have a concern or complaint about how your personal information has been handled, please contact COPE using the details above. We will investigate your complaint and respond to you as soon as possible. If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner for further assistance.

10 Data breach notification

If there is a data breach that is likely to result in serious harm to you, we will notify you and the Office of the Australian Information Commissioner in accordance with the Notifiable Data Breaches scheme under the *Privacy Act 1988* (Cth).