

## Privacy Policy

Summary:

We care about your privacy and want you to understand how we handle your personal and health information collected in our Asthma Connect program via our digital platforms such as mobile app, web app, text messages, and telehealth. Here's a quick overview of our privacy practices:

### i. What Information We Collect

We collect:

- a. Personal details (e.g. name, age, email, postcode)
- b. Health-related information (e.g. asthma symptoms, triggers, medication use)
- c. Activity and usage data from the app, website, educational sessions, video calls, and SMS interactions

### ii. How We Use Your Information

We use your data to:

- a. Provide personalised asthma support through the program
- b. Help Asthma Educators tailor their advice during videocalls / educational sessions
- c. Improve our services through feedback and usage patterns
- d. Conduct research, using deidentified data.

### iii. Who Can See Your Information

Your information is only accessed by:

- a. Authorised staff from **Asthma Australia** and the **University of Newcastle**
- b. Technology service providers who help us deliver the program (e.g., platform developers may access the platforms for updating it or fixing bug)
- c. Researchers

We **never sell** your personal or health information.

### iv. How Your Data Is Protected

- a. Your data is stored securely in Australia and managed under the **Australian Privacy Act 1988**
- b. We use encryption and secure systems to protect your information
- c. Text messages are not encrypted – please be aware that texts may be visible on your device

### v. How Long We Keep Your Data

Asthma Australia retains your information for a minimum period of 7 years after your account is closed, in line with legal, regulatory and research obligations. The University of

Newcastle will retain your information for up to **15 years** after research study completion, in line with legal, regulatory and research obligations. You can request deletion of your data at any time.

**vi. Your Rights**

You have the right to:

- a. Access your information
- b. Correct any inaccurate details
- c. Withdraw from the program or research at any time
- d. Request your data be deleted (subject to legal requirements)

Have questions? Contact us at [info@asthma.org.au](mailto:info@asthma.org.au) or 1800 ASTHMA (1800 278 462).

*Last updated: 30<sup>th</sup> July 2025*

This Privacy Policy outlines how **Asthma Australia** and the **University of Newcastle** ("we", "us", or "our") collect, use, store, disclose and protect your personal and health information when you use the **Asthma Connect Program**, including its mobile app, web app, text messages, and telehealth.

We are committed to protecting your privacy in accordance with the **Privacy Act 1988 (Cth)** and applicable **State-based health privacy laws** (e.g., **HRIP Act 2002 (NSW)**).

## **1. What Information We Collect**

We may collect the following types of information:

### **a. Personal Information**

- i. Name
- ii. Contact details (email, phone number, postcode)
- iii. Date of birth
- iv. Login credentials
- v. IP address, geolocation and other information collected from your device when you install or access our app(s) / service(s).

### **b. Health Information (Sensitive Information)**

- i. Asthma symptoms and triggers
- ii. Medical diagnoses and treatable traits (other conditions or behaviours affecting asthma)
- iii. Past and current medical treatment and management, including prescribed medications
- iv. Questionnaire responses (e.g., Asthma Control Questionnaire)
- v. Educational session notes entered by Asthma Educators
- vi. Uploaded files or documents relevant to your asthma management

### **c. Usage Data**

- i. Asthma Connect app and website activity and usage information (e.g. screen views, logins)
- ii. Text messages and interactions
- iii. Technical device data (e.g., device type, browser version)

## **2. How We Collect Information**

We collect your information:

- a. Directly from you during onboarding or while using the program
- b. From cookies and other similar technologies that collect your interactions within the mobile app, website or videocalls / educational sessions.
- c. Note: 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 targeted 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 platforms.

- d. During videocalls / educational sessions with Asthma Educators and/or a study doctor

### **3. How We Use Your Information**

Asthma Australia, the University of Newcastle and the Asthma Connect program will only use your personal information where we are permitted to do so by Australian law.

Except where we are required to use your sensitive information in order to defend, prosecute or make a claim against you, us or a third party, we will only process your sensitive personal information on the condition that consent is obtained, where you have explicitly consented to our use of your sensitive information for a specific purpose, such as the provision of and access to our apps or in scientific research. All data used for research purposes is used only with your consent and is **deidentified** before analysis or publication.

Your information is used to:

- a. Create, register, and manage your user account in our program/s, app/s and service/s
- b. Provide personalised asthma education and support
- c. Provide trigger information in your geographical area
- d. To review your progress through the educational material and courses available within our app(s) / service(s)
- e. Contact you via text message, email, or phone regarding your asthma care and/or inform you of changes, modifications and updates to our program/s, app/s and service/s
- f. Support educational consultations
- g. Review, investigate and address issues that may affect your use of our program/s, app/s and service/s
- h. Monitor and improve program, app and service quality and performance
- i. To help us understand how you use our app(s) / service(s), and which parts of our app(s) or website are most and least visited
- j. Ensure our records are accurate and up to date
- k. Fulfill legal, regulatory and/or risk management obligations and requirements
- l. Conduct matters where we are legally obliged or required to use or disclose your information. This includes complying with government, regulatory or law enforcement agencies in connection with enquiries, proceedings, or investigations by such parties.
- m. Prevent fraud
- n. Enforce our own legal rights for legal claims or other legal obligations
- o. Conduct research and evaluation of the program

### **4. Legal Basis for Collection and Use**

We collect and use your information only where:

- a. You have given us your consent
- b. It is necessary for the delivery of a health or other service
- c. It is required or authorised by law

- d. It is necessary to protect public health or safety

## 5. Disclosure of Your Information

We may share your information with:

- a. Staff at Asthma Australia and the University of Newcastle directly involved in program delivery
- b. Third-party service providers (e.g., data storage and backup, text message providers) under strict confidentiality agreements
- c. Software support and maintenance providers, so they can troubleshoot device or product performance issues
- d. Ethics-approved research teams (only in **deidentified** form)
- e. Regulatory authorities, law enforcement or governmental authorities if required by law (e.g., reporting an adverse event)

We **do not sell** your personal or health data.

## 6. Text message Communication Disclaimer

Please be aware:

- a. Text messages are **not encrypted**
- b. They may be visible to anyone with access to your device
- c. By using Asthma Connect, you consent to receiving health-related content via text messages

## 7. Storage and Security of Data

- a. Data for these program/s, service/s, and application/s is stored securely on servers located in **Australia**. We will take due diligence when engaging with third parties to ensure that they follow the required quality standards, but we cannot assure you of the standards they follow.
- b. We use encryption, password protection, access controls, and other safeguards
- c. Only authorised personnel can access identifiable information
- d. All authorised personnel, and any third-party service providers we may engage that process personal information on our behalf for the purposes listed above, are contractually obligated to respect the confidentiality of your personal information
- e. Our program/s, app/s and service/s may contain links to other party's website/s, program/s, app/s and service/s. We are not responsible for the protection and privacy of any personal information which you provide whilst visiting those website/s, program/s, app/s and service/s. Those website/s, program/s, app/s and service/s are not governed by this Privacy Policy
- f. 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

## **8. Data Retention**

The University of Newcastle retain your personal and health information for up to **15 years** after the completion of its research, unless a longer period is required by law or funding obligations. Asthma Australia retains your personal and health information for a period of 7 years after the closure of your account, unless a longer period is required by law or funding obligations.

You may request early deletion of your data at any time, unless it is needed for:

- a. Legal or regulatory reasons
- b. Approved research where data has already been deidentified

## **9. Your Rights**

You have the right to:

- a. Access your information
- b. Request corrections
- c. Withdraw from the program at any time
- d. Request deletion of your data (subject to certain conditions)
- e. Complain about a breach of your privacy

To exercise these rights, contact us at:

**info@asthma.org.au**

## **10. Third-Party Services**

We may use external providers (e.g., text message services). These providers are bound by privacy obligations and cannot use your information for their own purposes.

## **11. Changes to This Policy**

We may update this Privacy Policy from time to time. You will be notified of significant changes, and your continued use of the service will indicate acceptance of the updated policy.

## **12. Contact Us**

If you have any questions or concerns about how your data is handled:

info@asthma.org.au

Level 13, Tower B, 799 Pacific Hwy, Chatswood, NSW, 2067

1800 ASTHMA (1800 278 462)