

# Australian Pharmaceutical Publishing Company Privacy Policy

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## General

We respect and protect the privacy of our clients. We have a firm commitment to privacy in accordance with the National Privacy Legislation that came in to effect from December 2001.

We will collect, store and use business-specific information as detailed in this policy.

## Subscribers

### Information That We Collect and Store

When you subscribe or receive The Australian Journal of Pharmacy, PS Magazine, The Journal of Complementary Medicine, Natural Health & Beauty, PharmaPress publications or other APPCo publications we will collect and store on our database your name, the Pharmacy/Company name, address, phone number, fax number, email address (if given) order details and payment details.

If you request not to receive any offers by direct mail/fax from organisations other than Australian Pharmaceutical Publishing Company we will also record this fact.

We will not collect sensitive information, such as your age, political or religious beliefs, ethnic background or sexual preferences.

### How We Keep And Use That Information

Information that we collect will be used to fulfil your subscription or mail order and for internal marketing purposes to help us refine our product and service to our customers.

Pharmacies that receive PS Magazine are placed on a list that can be used for medicine and product recalls as well as industry related promotional material. If you wish your details only to be recorded for recalls you may opt out of further marketing material, by ticking the opt out on the flysheet and returning it to APPCO fax 03 9819 1706.

We store personal information in a combination of computer-storage facilities and paper-based files. We are committed to protecting your privacy and we will take reasonable steps to protect your personal information from misuse, loss, and unauthorised access or disclosure.

We may allow other reputable organisations to send promotional literature to you, from time to time. This will only be sent to pharmacies listed on the PS Magazine database. If this occurs we will:

- Not provide your name and address details directly to any other organisation for promotional purposes, but always work through reputable professional mail list contractors and managers who ensure that your name and address details remain confidential and are used for the agreed purpose only.
- Remove your name and address from usage by other organisations if you request us to do so in writing. We will provide an 'opt out' reminder on all flysheets with you to facilitate this request. You will still be maintained on the product recall list. There will be no charge for this service.

### Opt Out

You may opt out by simply ticking the appropriate box on the flysheet of the magazine and returning it the Australian Pharmaceutical Publishing Company by faxing 03 9819 1706 or mailing to 40 Burwood Rd, Hawthorn Vic 3122

**Access to Personal Information**

Individuals will be able to access their personal information upon request. However, occasionally access to information may be denied in accordance with the exemptions under the Act. You can request access to your information by contacting us on 03 9810 9900. Following a request, we will provide you with a copy of any personal information we hold about you in accordance with our obligations under the Privacy Act.

**Data Quality**

The Australian Pharmaceutical Publishing Company will take all reasonable steps to ensure that the data we collect, use or disclose is accurate, complete and up to date, and has been obtained directly from individuals or other reputable sources. Please notify us if there are any changes to your personal information.

**Privacy Inquires/Complaints**

Privacy-related inquiries or concerns can be directed to:

Carla Tardini  
Australian Pharmaceutical Publishing Company  
Level 5, 8 Thomas Street  
Chatswood NSW 2041  
T: 02 8117 9500  
F: 02 8117 9511  
E: [carla.tardini@appco.com.au](mailto:carla.tardini@appco.com.au)

**Availability and Review of Privacy Policy**

The Australian Pharmaceutical Publishing Company's Privacy Policy is available free of charge from our website.

Alternatively, send a self-addressed and stamped business-size envelope to the above address and we'll mail you a copy of our Privacy Policy.

This policy will be reviewed from time to time and any amendments will be incorporated in the updated policy.

**Privacy Legislation**

More information on privacy legislation is available on the Federal Privacy Commissioner's website at [www.privacy.gov.au](http://www.privacy.gov.au)