**Privacy Policy**

This Privacy Policy explains how Equine Alliance (the “Practice”, “we”, “us” or “our”) collects, uses, discloses and stores personal information in connection with our equine assisted therapy services. We are committed to safeguarding the privacy of our clients and website visitors in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

**Personal Information We Collect**

We may collect the following categories of personal information:

* Identity and contact details
Name, date of birth, address, email, phone number.
* Health and medical information
Medical history, psychological assessments, support plans, emergency contacts.
* Payment and billing information
Credit card or bank details, invoicing and payment records.
* Communications and feedback
Email correspondence, session notes, surveys, testimonials (with consent).
* Technical and website usage data
IP address, device information, cookies and browsing behaviour.

**How We Collect Personal Information**

We obtain personal information through:

* Direct interactions
When you make a booking, complete intake forms, or contact us by phone, email or in person.
* Automated technologies
Via cookies and website analytics when you visit our website.
* Third parties
Referrals from healthcare professionals, payment processors, and authorised family or carers.

**Use of Personal Information**

We use personal information to:

1. Provide and manage our equine assisted therapy services.
2. Schedule appointments, send confirmations and reminders.
3. Process payments, issue invoices and manage accounts.
4. Communicate updates, resources and optional marketing (with your consent).
5. Comply with legal obligations, professional standards and investigations.
6. Improve our services, website functionality and client experience.

**Disclosure of Personal Information**

We may disclose personal information to:

* Service providers
IT, payment processors, email platforms, data storage and telehealth providers.
* Professional advisers
Lawyers, accountants, insurers and accreditation bodies.
* Regulatory and legal authorities
As required by law, court order or to prevent serious threats to health or safety.
* Successors
In the event of a sale, merger or acquisition of our practice.

All third parties are required to handle your personal information in accordance with this policy and the APPs.

**Overseas Disclosure**

Some service providers may be located overseas (for example, cloud storage in the United States or Europe). When we disclose information internationally, we take reasonable steps to ensure that it receives a comparable level of protection.

**Data Security and Retention**

We implement administrative, technical and physical safeguards to protect personal information from misuse, interference, loss, unauthorised access, modification or disclosure.

We retain personal information for as long as necessary to fulfil the purposes outlined in this policy, or as required by law or professional obligations. Once no longer required, information is securely destroyed or de-identified.

**Access and Correction**

You may request access to your personal information or ask us to correct any inaccuracies by contacting us at the details below. We will respond to your request within a reasonable timeframe and advise you of any applicable charges.

**Cookies and Tracking Technologies**

We use cookies and similar technologies to enhance your experience and analyse website usage. You may disable cookies via your browser settings, though this may affect website functionality.

|  |  |  |
| --- | --- | --- |
| **Cookie Type** | **Purpose** | **Duration** |
| Session Cookies | Maintain session state | Session end |
| Preference Cookies | Remember form inputs and language | 365 days |
| Analytics Cookies | Track page visits and user behaviour | 2 years |
| Marketing Cookies | Personalise ad delivery | 90 days |

**Changes to This Policy**

We may update this policy from time to time. Revised versions will be posted on our website with an updated effective date. Continued use of our services constitutes acceptance of the updated policy.

**Contact Us**

If you have any questions, requests or complaints regarding this policy or our privacy practices, please contact:

Equine Alliance
Address: Hunchy, QLD
Email: helen@equine-alliance.com.au
Phone: +61 408 067 664

Effective date: 1 August 2025