

# Panacea AI Holdings Pty Ltd

ABN 51 681 958 985

## Privacy Policy

Effective date: March 2025 | Last updated: March 2025

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### 1. About This Policy

Panacea AI Holdings Pty Ltd (ABN 51 681 958 985) ("Panacea AI", "we", "us", "our") is committed to protecting the privacy of individuals who visit our website and use our services.

This Privacy Policy explains how we collect, use, disclose, and protect personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs) contained in Schedule 1 of that Act.

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

### 2. What Personal Information We Collect

We may collect the following types of personal information:

#### 2.1 Identity and Contact Information

- Name, title, and professional credentials
- Email address, phone number, and postal address
- Organisation or practice name and role

#### 2.2 Usage and Technical Information

- IP address, browser type, and operating system
- Pages visited, time spent on pages, and referring URLs
- Device identifiers and cookie data

#### 2.3 Health Information

Where our products are used in a clinical context, we may process health information about patients. Health information is sensitive information under the Privacy Act 1988 (Cth) and is handled with additional safeguards. We collect and process health information only to the extent necessary to provide our clinical software services, and always in accordance with applicable law.

#### 2.4 Communications

- Enquiries submitted via our website contact form

- Feedback, correspondence, and support requests

### **3. How We Collect Personal Information**

We collect personal information:

- Directly from you when you complete forms, register for our services, or contact us
- Automatically through your use of our website via cookies and analytics tools
- From third parties such as healthcare software providers, referral partners, or publicly available sources, where permitted by law

### **4. Why We Collect and Use Personal Information**

We use personal information for the following purposes:

- To provide, operate, and improve our software products and services
- To communicate with you about your account, enquiries, and updates
- To process transactions and manage our business relationships
- To comply with our legal and regulatory obligations
- To conduct research and analytics to improve our platform
- To send marketing and promotional communications (where you have consented or where permitted by law)

We will not use your personal information for any purpose that is incompatible with the purpose for which it was collected unless you have consented or we are required to do so by law.

### **5. Disclosure of Personal Information**

We may disclose your personal information to:

- Our employees, contractors, and related entities who need access to provide our services
- Third-party technology providers, including cloud hosting, analytics, and communication platforms
- Healthcare software providers with whom we integrate (including Magentus/Gen2)
- Regulatory authorities, law enforcement agencies, or courts where required by law
- Professional advisers including legal, accounting, and insurance professionals

We do not sell your personal information to third parties.

Where we disclose personal information to third-party service providers, we take reasonable steps to ensure those parties handle your information in a manner consistent with the APPs.

### **6. Overseas Disclosure**

Some of our third-party service providers may be located or store data outside Australia. Before disclosing personal information to an overseas recipient, we take reasonable steps to ensure the recipient handles your information in a manner consistent with the APPs, or we obtain your consent.

## 7. Storage and Security

We take reasonable steps to protect the personal information we hold from misuse, interference, loss, unauthorised access, modification, and disclosure. These measures include:

- Encryption of data in transit and at rest
- Access controls and authentication requirements
- Regular security assessments and testing
- Staff training on privacy and data handling

Despite these measures, no data transmission over the internet or electronic storage is completely secure. We cannot guarantee absolute security.

We retain personal information only for as long as necessary to fulfil the purposes for which it was collected or as required by law. When personal information is no longer required, we take reasonable steps to destroy or de-identify it.

## 8. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to improve your browsing experience and to collect usage analytics. Cookies are small text files stored on your device.

You can configure your browser to refuse cookies or to alert you when cookies are being sent. Note that some features of our website may not function correctly if cookies are disabled.

## 9. Access and Correction

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

To make a request, please contact us using the details in Section 13. We will respond to your request within a reasonable timeframe. We may charge a reasonable fee for providing access in some circumstances.

We may decline a request for access or correction in limited circumstances permitted by the APPs. If we decline, we will explain our reasons.

## 10. Complaints

If you believe we have breached the APPs or otherwise mishandled your personal information, please contact us in the first instance using the details below. We will investigate your complaint and respond within 30 days.

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](http://www.oaic.gov.au)
- Phone: 1300 363 992

- Post: GPO Box 5218, Sydney NSW 2001

## **11. Marketing Communications**

We may send you marketing communications about our products and services where you have opted in or where we have an existing business relationship with you. You may opt out at any time by clicking the unsubscribe link in any marketing email or by contacting us directly.

## **12. Changes to This Policy**

We may update this Privacy Policy from time to time. We will notify you of material changes by posting the updated policy on our website with a revised effective date. Continued use of our website or services after the changes take effect constitutes your acceptance of the updated policy.

## **13. Contact Us**

For privacy-related enquiries, requests, or complaints, please contact:

### **Privacy Officer**

Panacea AI Holdings Pty Ltd

Birtinya, Queensland, Australia

Email: [privacy@panaceaai.com.au](mailto:privacy@panaceaai.com.au)

Website: [www.panaceaai.com.au](http://www.panaceaai.com.au)