

myPharmacyLink Privacy Notice

What is the myPharmacyLink Mobile App?

myPharmacyLink is a mobile application provided by your selected pharmacy or selected pharmacies. myPharmacyLink was built and is operated by GuildLink Pty Limited (ABN 83 090 249 960), www.guildlink.com.au, (owned by the Pharmacy Guild of Australia) (**GuildLink**, referred to in this Privacy Notice as **we, us** and **our**) using the GuildCare platform. It enables you to:

- see your prescription history that GuildLink and your selected pharmacy/ies hold about you;
- see your professional services history (such as blood pressure results) that your selected pharmacy/ies and GuildLink holds about you;
- receive information and updates on services relevant to your prescription and professional services history from either your selected pharmacy/ies or from GuildLink including advice, information, alerts, invitations and warnings;
- receive marketing information relevant to your prescription and professional services history from either your selected pharmacy/ies or from GuildLink; and
- manage your health by:
 - telling you about when your next professional service should be completed;
 - delivering to you any administrative notices, health alerts and communications relevant to your prescription and professional services history;
 - fulfilling your requests for certain products and services;
 - enabling you to add nominated health care related service providers into myPharmacyLink as a quick reference functionality;
 - providing map/directions functionality to your nominated health care related service providers;
 - providing you with a click to call your nominated health care service provider capability;
 - providing you with Consumer Medicines Information (**CMI**);
 - providing you with medicines images;
 - reminding you to take your medication;
 - telling you when you will need to refill your prescription;
 - telling you when your prescriptions will expire; and
 - giving you important information about your medication.

What personal information is shown on myPharmacyLink?

myPharmacyLink only shows you information about you that your myPharmacyLink selected pharmacy/ies hold/s about you. Prescription information or professional service information about you held by non-selected pharmacies will not appear in your myPharmacyLink account.

How does myPharmacyLink collect information about you?

Pharmacies collect prescription and professional service information (such as results from blood pressure testing) from you when you give them a prescription to fill, or you ask them to provide a professional service to you. Pharmacies store this information in GuildLink's GuildCare database and myPharmacyLink enables you to see this information.



GuildLink's GuildCare database (which is used for myPharmacyLink) will also hold data about how you use myPharmacyLink, such as how often you use the myPharmacyLink and which aspects of myPharmacyLink you make the most use of.

We will also collect any personal information (including your medical, prescription and professional service information) that you enter into, or provide via, myPharmacyLink when you use the app. This information will also be stored on GuildLink's GuildCare database.

What other information do we collect from you?

Proving your identity

Before allowing you to use myPharmacyLink, either we (through our online identity verification process) or your selected pharmacy/ies (in person) will ask you to provide identity information to ensure myPharmacyLink can match you to your prescription and/or professional service history. If you don't provide this identity information, you won't be able to use myPharmacyLink. If you sign up in person at a pharmacy, the selected pharmacy will not store the original copies of your identity documents but may keep a note of what identity document you showed to them. If you sign up electronically, we do not keep any record of any identity documents you upload or provide via the online identity verification process.

Consent to use myPharmacyLink on another person's behalf (Share Permissions Functionality)

If you want to use myPharmacyLink to manage medications on behalf of another person, such as your parent, spouse, sibling or child, you must give the pharmacist that person's details and show the pharmacist that you either have that person's consent or the authority to act on their behalf.

If a child, or other related person to you, who is aged 16 or under shares the same Medicare card as you (**Minor**), once you register with myPharmacyLink, it may allow you to also access that Minor's information held on the GuildCare database. If you do not have the consent of the Minor to access such information, or authority to act on their behalf, then you should not do so.

Other information we collect through myPharmacyLink

Via the myPharmacyLink, GuildLink and your selected pharmacy/ies also collect:

- your mobile phone number so that it can SMS you an activation code to set up your account;
- your email address so that you can re-set your myPharmacyLink account password if you need to; and
- your Medicare number to verify your identity and ensure your records match those held on the GuildLink database.

If you want to use myPharmacyLink to access information held about you by more than one pharmacy, each new pharmacy you select will ask you for relevant identification documents in order to enter into GuildLink's GuildCare database. This ensures that myPharmacyLink matches you correctly to your prescription and professional services information related to each respective pharmacy.

How do we use your personal information?

myPharmacyLink and GuildLink use your prescription and professional services information for the purpose of providing you with the myPharmacyLink services outlined above.

GuildLink also uses the information for market research, project planning, troubleshooting, detecting and protecting against error, fraud and other criminal activities, statistical analysis and reporting on trends in pharmacy related service delivery, for analysis and reporting to government on health and health related trends, to evaluate the effectiveness, efficacy and value of myPharmacyLink and for providing commercial services. GuildLink sells reports of aggregated de-identified information about these matters to third parties. The reports do not show information about specific myPharmacyLink users and will not disclose any personal information about you held by your selected pharmacy/ies or which you enter into myPharmacyLink.



GuildLink and the selected pharmacy/ies may use the prescription and professional service information it holds about you to provide you with service-related communications. In addition, GuildLink and the selected pharmacy/ies may also provide you with marketing material which is unrelated to your prescription and professional services. You may opt-out of receiving these marketing materials at any time by following the opt-out prompts in the marketing material. You will still however continue to receive prescription and professional service communications, alerts and/or notifications (that are not marketing related) that are relevant to you.

What we won't do with your personal information (including disclosures)?

We will NOT:

- store or send any of your prescription information overseas;
- disclose specific prescription or professional services information about you to third parties unless you give express consent;
- collect information about you other than the prescription and professional service related information we already hold, or as described in this notice, unless it is directly related to myPharmacyLink and you would reasonably expect it or we have your specific consent; or
- collect information about your location through myPharmacyLink.

More privacy information including access and complaints handling

You can get more information about privacy and myPharmacyLink, including how to get access to and/or correct the information GuildLink, pharmacies and the myPharmacyLink hold about you and what to do if you have an inquiry or complaint in our privacy policy, at <http://www.guildlink.com.au/guildlink/privacy-policy1/>

GuildLink contact details for myPharmacyLink

If you have any queries or complaints with regard our collection, use or management of your personal information, please contact us at:

Email: privacyofficer@guildlink.com.au

Address: PO Box A284, Sydney South NSW 1235