



**Interfuse Technologies**  
**Privacy Policy**

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## Revision History

Date	Created / Reviewed By	Notes
5/12/2021	Naveed Chowdry	Initial Draft
11/12/2022	Nick Jayarajan	Reviewed & Updated V1.0

## 1 Scope and Purpose of this policy

INTERFUSE TECHNOLOGY SERVICES PTY LTD (hereinafter referred to as “Interfuse”) values and respects the privacy of the clients and business partners we deal with. Interfuse is committed to protecting your privacy and complying with the Privacy Act 1988 and other applicable privacy laws and regulations.

This Privacy Policy (**Policy**) describes how we collect, hold, use and disclose your personal information, and how we maintain the quality and security of your personal information.

## 2 What is Personal Information?

“Personal information” means any information or opinion, whether true or not, and whether recorded in a material form or not, about an identified individual or an individual who is reasonably identifiable. In general terms, this includes information or an opinion that personally identifies you either directly (e.g., your name) or indirectly.

## 3 Why do we need your personal information?

The main reason we collect hold, use, and disclose your personal information is to provide our services to you and to tailor solution according to your business needs.

## 4 What personal information do we collect?

The personal information we collect about you depends on the nature of your dealings with us or what you choose to share with us.

The personal information we collect about you may include:

- Contact details (name, address, email, phone number)
- Information about the products and services you are purchase or interested in purchasing.
- Information on how you use our service (website, service / solution views)

We may collect sensitive information from patients only which includes but not limited to:

- Health information
- Medicare card number
- date of birth

Interfuse doesn't store Client's financial information e.g., Bank Credit Card details etc.

## 5 How do we collect information

We collect your personal information directly from you when you:

- interact with us over the phone.
- interact with us in person.
- interact with us online.
- participate in surveys or questionnaires.
- attend an event organized by Interfuse e.g., an online webinar etc.

- subscribe to Interfuse mailing list.
- Contact Interfuse through our website.

## 6 How do we use your information

Interfuse uses personal information for many purposes (with the client's consent only), including the following:

- To run and improve our website (<https://interfusetechologies.com.au>)
- Use as a case study.
- Client testimonials on our website
- On other social media platforms, LinkedIn etc.
- To provide customer support
- To detect and prevent fraud.
- Use feedback from clients to improve the quality of the services Interfuse offers our clients.
- Internal administrative purposes
- Marketing and research purposes

### 6.1 Marketing

Interfuse will only send advertising emails to you if:

- You have indicated you consent to receive such email.
- Advertising emails are related to the purpose your information was collected.
- You have subscribed to certain newsletters, promotional emails etc.

### 6.2 Third-Party use of cookies and other Tracking Technologies

Interfuse doesn't control third-party tracking technologies or how they may be used. Any questions about an advertisement or other targeted content should be directed to the responsible provider, e.g., how you can opt out of receiving advertising from different providers.

#### Google

Interfuse uses Google Analytics functions which may include but not be limited to display advertising and marketing. You may see our adverts across the internet, which is due to the use of tracking technologies to optimise and serve our adverts based on your past visits. When you visit interfuse website, with the help of Google Analytics, interfuse will use your browsing behaviour to connect this with other data that you previously provided to us in accordance with this privacy policy.

#### Facebook

Interfuse uses Facebook insight to track your interaction with our Facebook page. This information helps us to track usage and improve the performance of our page. In addition, Interfuse uses Facebook Analytics to measure better, track and understand customer experience to enable us to improve our products and service offerings.

## **LinkedIn**

Interfuse uses LinkedIn insight tag and conversion tracking to measure the impact of our paid advertising campaigns. This data allows us to see how Ads via LinkedIn influence actions on our site as well as information relating to our website visitor's device and browser type and website habits.

### **6.3 Third-Party use of cookies and other Tracking Technologies**

We don't control third-party tracking technologies or how they may be used. Any questions about an advertisement or other targeted content should be directed to the responsible provider directly, e.g., how you can opt-out of receiving advertising from different providers.

- You have indicated you consent to receive such email.
- Advertising emails are related to the purpose your information was collected.
- You have subscribed to certain newsletters, promotional emails etc.

## **7 Disclosure of personal information to third parties**

We may disclose your personal information to third parties in accordance with this Policy in circumstances where you would reasonably expect us to disclose your information. For example, we may disclose your personal information to:

- Within our business
- Interfuse Contractors
- Interfuse professional and legal service advisors
- Interfuse marketing providers
- Law enforcement of Government authorities
- Third parties engaged in fraud prevention and detection

## **8 Transfer of personal information overseas**

Interfuse has some of the third-party service providers, e.g., application support technicians etc., from overseas performing specific tasks for us and might have view-only rights to some of the client personal information server names etc.

Interfuse doesn't store client information overseas, and for troubleshooting, it's necessary to transfer information overseas, e.g., log analysis etc.

- Interfuse will take reasonable steps to maintain data security and appropriate privacy practices.
- you have given us your consent to disclose personal information to that third party; or
- the overseas recipient is subject to a law or binding scheme that is, overall, substantially similar to the Australian Privacy Act
- the law or binding scheme can be enforced; or
- the disclosure is required or authorised by an Australian law or court/tribunal order.

## 9 How do we protect information

Interfuse will take reasonable steps to ensure that the information that we hold about our clients and business partners is kept confidential and secure, including by:

- having robust physical security of our premises and databases/records
- taking measures to restrict access to only personnel who need that personal information to provide services to you effectively;
- having technological measures in place, e.g., antivirus, firewall and maintaining data backups