

Web and Mobile Privacy Policy

mskPain

mskPain, a sole trader business with its registered office at 35 Harborne Street, Wembley, WA, 6014, Australia, provides healthcare education materials including an eBook and an app.

[mskPain Privacy and Cookie Policy](#)

We explain in this Privacy Policy (the “Policy”) how we collect, process and/or use information that we receive via our website (www.musculoskeletalframework.net), emails we send, and our secure mskPain desktop and mobile application (the “Application”) that link to this Policy, as amended from time to time. This Policy describes how mskPain collects, processes, uses, shares and secures the personal information you provide. It also describes your choices regarding using, accessing and correcting your personal information. For purposes of this Policy, personal information shall mean any information relating to an identified or identifiable natural person.

Unless we specify otherwise, this Policy applies only to information we collect, process and use through the Application. This Policy does not apply to information we collect through other channels, such as information we collect offline, from other websites or emails you send us, unless we let you know at the time of collection that this privacy policy applies.

For this Policy, the terms "we" and "us" refer to mskPain and "you" and "your" means you as the visitor of the Website and Application.

[Scope of this Policy](#)

This Policy describes the types of Personal Information we collect from visitors of our Website and Applications and our practices for using, maintaining, sharing, and protecting it. It also describes the rights and choices concerning your Personal Information and how you may contact us.

This Privacy Policy does not apply to information collected from visitors who register and log in ("Members") to utilise our password-protected Applications. All information collected and stored by mskPain or added by our Members into such Applications are considered Protected Health Information ("PHI") and/or medical information and is governed by laws that apply to that information, Australian Privacy Act (1988). How mskPain uses and discloses such PHI follows the applicable Notice of Privacy Practices. You should review our Notice of Privacy Practices to understand how we use and disclose PHI. mskPain will not use or disclose your information for advertising, marketing, or other data mining purposes. It will not combine it with additional data and will not sell it.

When using our Application, you may choose to interact with third-party features that operate independently from mskPain, such as social media widgets and links to third-party websites. mskPain has no control over and is not responsible for the privacy practices of such third parties. This Privacy Policy does not apply to the extent that mskPain does not own or control any linked websites or features you visit or use. We recommend that you familiarise yourself with the privacy practices of those third parties.

This Policy is not a contract and does not create any contractual rights or obligations.

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1. Types of Personal Information We Collect

While using our Website and Application, you may provide us with certain information about yourself. Our advertising partners or we may also automatically collect information through cookies and other tracking technologies (see below). Personal Information collected through your use of the Website and Application may include IP Address, Device ID, and an online identifier. We may use that Personal Information and link it to the Internet or other electronic network activity information, and we may draw inferences about you from the information we collect. We may also collect your;

- Name
- Postal, mailing, or street address
- Location,
- Telephone or mobile number
- Age, age range or birth date
- Profession, occupation or job title
- Any additional personal information that You provide us directly or indirectly through the use of Our Services
- Images, videos, audio, or photographs of You, as may be provided by You
- Publicly available information
- Email address or login identification information only if you provide such information directly to us when you begin registration to use an Application or complete a web form seeking more information.

2. How we Collect Personal Information

We may collect Personal Information using the following methods:

- Directly from you when you provide it to us (such as information you enter into web forms, inquiries, responses, activity on the Website, and during registration to use an Application).
- From third parties, such as analytics and email marketing service providers.
- Automatically through tracking technologies such as cookies, web beacons (also known as pixels) and log files, including over time and across third-party websites or other online services.

"Cookies" are small files a website stores on a user's computer or device. The Websites may use cookies for various purposes, including keeping the information you enter on multiple pages together. Some cookies we use are "session" cookies, meaning that they are automatically deleted from your hard drive after you close your browser at the end of your session. Session cookies optimise the websites' performance and limit the amount of redundant data downloaded during a single session. We also may use "persistent" cookies, which remain on your computer or device unless deleted by you (or by your browser settings). We may use persistent cookies for various purposes, such as statistical performance analysis, to ensure the lasting quality of our services. Third parties and we may use session and persistent cookies for analytics and advertising purposes, as described herein. Most web browsers automatically accept cookies, but you may set your browser to block certain cookies (see below). Following applicable law, we may obtain your consent separately before collecting information by automated means using cookies or similar devices.

Our Websites may use Google Analytics, a vendor's service that uses cookies, web beacons, web pixels and/or similar technology to collect and store anonymous information about you. You can learn more about Google Analytics' privacy policy and ways to opt out of Google Analytics tracking by visiting the Google Analytics website.

See below for more information about how we use Personal Information collected through tracking technologies and how you may be able to manage it.

3. How we Use Your Information

We may use your Personal Information for the following purposes:

- Operate, maintain, supervise, administer, and enhance the Website and Applications, including monitoring and analysing the effectiveness of content, aggregated site usage data, and other usages such as checking your eligibility and assisting you in completing the registration process.
- To provide a tailored and user-friendly experience as you navigate our Websites and Applications.
- Promote and market our Websites and Applications to you.
- To complete the activity you specifically requested, e.g., register on an Application, obtain more information, request a demo, or request an RFP.
- Research users' demographics, interests, and behaviour based on information provided during our Websites' use.
- Anonymise and aggregate information for analytics and reporting.
- Respond to law enforcement requests, court orders, and legal processes, carry out our legal and contractual obligations and enforce our rights.
- Authenticate use, detect potentially fraudulent use, and maintain the websites' security and users' safety.
- Develop, test, improve, and demonstrate the Websites.
- Any other purpose with your consent.

4. How we Share Your Information

We may share Personal Information with third parties in certain circumstances or for specific purposes, including:

- **For business purposes.** We may share your Personal Information with vendors and service providers, including our data hosting and storage partners, analytics and advertising providers, technology services and support, and data security. We also may share Personal Information with professional advisors, such as auditors, law firms, and accounting firms. We may disclose your name, email address, date of birth, phone number, and address if you provided it to us via a form on the website or during an incomplete or failed registration to the Applications.
- **With your direction or consent.** We may share your Personal Information with third parties if you request or direct us. This includes your use of social media widgets on our Websites. We may share your Personal Information across our Applications.
- **Compliance with the law.** We may share your Personal Information to comply with applicable law or any obligations, including cooperation with law enforcement, judicial orders, and regulatory inquiries.
- **In the context of a transaction.** We may share your Personal Information with an asset sale, merger, bankruptcy, or other business transaction.
- **For other business reasons.** We may share your Personal Information to enforce any applicable Legal Disclaimer and ensure the safety and security of our Websites, Applications and/or users.
- **For advertising.** We may disclose Personal Information regarding your website activity to our advertising partners using cookies and web beacons to optimise marketing. The Personal Information we share for this purpose is limited to IP address, device ID, and an online identifier. We do not share identifying information such as names, email addresses, phone numbers, or health information.
- **We also may disclose de-identified information.** Note that anyone may see and use such information if you make any Personal Information publicly available on the Websites or Applications.

5. Social Features

Certain features of the Website and Application permit you to initiate interactions between the Websites and third-party services or platforms, such as social networks ("Social Features"). Social

Features include features that allow you to post your Personal Information on certain third-party platforms, such as Facebook, Twitter and LinkedIn, as applicable, and "like" or "share" our content. Use of Social Features may entail a third party's collection and/or use of your data. If you use Social Features or similar third-party services, the information you post or otherwise make accessible may be publicly displayed by the third-party service. The third-party and we may have access to information about you and your use of both the Websites and the third-party service.

6. Third-Party Links and Websites

Our Website may contain links to other online platforms operated by third parties. We do not control such other online platforms and are not responsible for their content, privacy policies, or use of your information. Information you provide on public or semi-public venues, including information you share on third-party social networking platforms (such as Facebook, LinkedIn or Twitter), may also be viewable by other users of the Websites and/or users of those third-party online platforms without limitation as to its use by a third party or by us. Including such links does not imply any endorsement of the content on such platforms or their owners or operators except as disclosed on the Websites. We expressly disclaim any and all liability for the actions of third parties, including but without limitation to actions relating to the use and/or disclosure of Personal Information by third parties. Any information you submit directly to these third parties is subject to that third party's privacy policy.

7. Cookies and Information used for Advertising

As discussed above, our Website may collect and disclose Personal Information about your online activities to provide you with advertising about products and services tailored to your interests. This Privacy Policy section provides details and explains how to exercise your choices. We participate in advertising networks; you may see certain ads on other websites. Ad networks allow us to target our messaging to users through demographic, interest-based and contextual means. Over time, these networks track your online activities by collecting information through automated means, including cookies, web server logs, and web beacons (also known as pixels). The networks use this information to show you advertisements that may be tailored to your interests. Our ad networks may collect information about your visits to websites that participate in the relevant advertising networks, such as the pages or advertisements you view and your actions on the websites. This data collection occurs on our Website and third-party websites participating in the ad networks. This process also helps us track the effectiveness of our marketing efforts.

Each type of web browser offers ways to restrict and delete cookies. Please check your browser for more information on how it manages cookies.

You may disable or delete browser cookies through your browser settings. Cookies generally are easy to disable or delete, but the method varies between browsers. If you disable or delete cookies or run third-party software that intercepts or deletes cookies, please note that some parts of our Website and Applications may not work correctly.

You can opt out of third parties collecting your Personal Information for targeted advertising. Your browser settings also may allow you to transmit a "Do Not Track" signal when you visit various websites. Some websites may not be configured to respond to "Do Not Track" signals received from browsers. To learn more about "Do Not Track" signals.

If you have further questions about the specific information about you that we process or retain and your choices regarding our collection and use practices, please contact us using the information listed below.

8. Children's Policy

Our Website and Application are not intended for children under 16 years of age, and we do not knowingly collect or sell Personal Information from children under 16. If you are under 16, do not use or provide any information on our Website and Applications or their features. If we learn we have collected or received Personal Information from a child under 16 without verification of parental consent, we will delete it. If you are the parent or guardian of a child under 16 years of age

whom you believe might have provided us with their Personal Information, you may contact us using the information below to request that it be deleted.

9. Security of Personal Information

We take steps to secure Personal Information through administrative, technical, and physical safeguards designed to protect against the risk of accidental, unlawful, or unauthorised destruction, loss, alteration, access, disclosure, or use. Unfortunately, we cannot guarantee the security of information transmitted through the Internet. Where we have given you (or where you have chosen) a password, you are responsible for keeping this password confidential.

10. Retention of Personal Information

We generally retain records only as long as necessary and as required for our business operations, archival purposes, and/or to satisfy legal requirements. When determining the appropriate retention period for Personal Information, we take into account various criteria, such as the amount, nature, and sensitivity of the Personal Information; the potential risk of harm from unauthorised use or disclosure; purposes for which we process your Personal Information; whether we can achieve those purposes through other means; and business operations and legal requirements. Because we maintain our Website to protect it from accidental or malicious loss and destruction, residual copies of your Personal Information may be retained in our backup and archival systems for a limited period. The information will be automatically deleted or put beyond use where deletion is not possible.

11. International Uses

Our Website and Application are controlled and operated. They are not intended to subject us to the laws or jurisdiction of any state, country or territory other than Australia. Any information you provide through our Website and Application may be stored and processed, transferred between and accessed from Australia and other countries that may not guarantee the same level of protection of personal data as the one in which you reside. However, we will handle your Personal Information following this Privacy Policy regardless of where your Personal Information is stored/ accessed.

12. Updating this Privacy Policy

This Privacy Policy may be updated periodically to reflect changes in our privacy practices. You are responsible for reviewing the Privacy Policy from time to time to view any such changes.

13. How to Contact Us

Should you have any questions about our privacy practices or this Privacy Policy, please email us at tim.mitchell@painoptions.com.au