Collection Notice - Public messages, social media and public engagement

Why are you receiving this notice?

You are receiving this notice because WA Country Health Service (ABN 28 680 145 816) (**WACHS, we, us, our**), may collect personal information when you access or interact with our public messages, including through our website, social media channels, and other public communication forums.

This Collection Notice contains information we are required by the *Privacy and Responsible Information Sharing Act 2024* (WA) (**PRIS Act**) to give you when collecting your personal information.

What information are we collecting?

Information you provide to us

When accessing or interacting with our public messages or communications, we may collect information you provide including:

- Your name, social media username or other identifier and contact details.
- Comments, reactions, messages, enquiries, complaints, opinions and feedback.
- Survey, consultation or campaign responses.
- Images, audio or videos you provide.
- Other personal information you choose to include when communicating with WACHS.

Information collected through websites or social media platforms

When you visit a WACHS website or use a social media platform, the website host or platform provider may automatically collect technical information, such as an internet protocol (IP) address, browser or device details, cookies and interaction data. This collection is governed by the provider's own privacy terms and settings.

WACHS does not actively use identifiable social media usernames, IP addresses, device or browser information, or interaction metadata for the purpose of developing or evaluating communication campaigns. Technical information may still be collected automatically through WACHS websites or by third party platforms, as explained below.

Purposes for which personal information is collected and will be used and disclosed

WACHS collects personal information from you where necessary to perform/undertake its functions or activities. The purposes for collecting your personal information include:

- Monitoring and evaluating the effectiveness of public communications, campaigns and community engagement activities.
- Providing information to communities regarding health services, health promotion initiatives and public health matters.
- Responding to enquiries, comments, complaints and feedback.

- Managing public health incidents, emergencies and healthcare service disruptions.
- Supporting patient, staff and community safety.
- Supporting quality improvement, risk management and service planning activities.
- Investigating incidents, complaints, misconduct allegations or unlawful activity where necessary.
- Complying with our legislative and regulatory obligations.

We only use or share your personal information with your consent or where authorised or required by or under law, including but not limited to under the PRIS Act and the *Health Services Act 2016* (WA).

Who do we usually share information with?

WACHS may share personal information collected through or for public messages with:

- Other State, Territory or Commonwealth government agencies, commissions, courts and tribunals where authorised or required by law.
- Contracted service providers and third parties who deliver digital, communication, information technology, analytics or other services on behalf of WACHS.
- Cloud service providers engaged to host or manage WACHS systems and information.
- Regulatory bodies, integrity agencies and law enforcement agencies where required to meet our legal and compliance obligations
- Courts, tribunals and persons or bodies acting judicially.

Information that you post publicly may be visible to other users of the relevant platform, subject to your privacy settings and the platform's terms. WACHS will only intentionally publish personal information through its own public channels where there is an appropriate basis to do so, such as where the information was provided for publication or the person has consented.

What happens if you do not provide information?

You can choose not to actively provide personal information to WACHS, for example by not submitting an enquiry, comment, feedback, registration or other information through our websites or social media channels. If you choose not to provide information required by WACHS to communicate with you or provide a service, we may be unable to respond to your enquiry, consider or follow up your feedback, register your participation, provide requested information, or include your contribution in the relevant activity.

You can generally view WACHS websites and public social media content without actively providing personal information to WACHS. However, some information may be collected automatically when you access these services. When you visit a **WACHS website**, certain technical information about your visit may be collected automatically through the website and its supporting technologies. This may include information such as your IP address, device or browser information, and information about how the website is accessed or used.

When you access or interact with a **WACHS social media page**, the social media platform may collect information about you in accordance with its own privacy practices. WACHS does not control all information collected by these third-party platforms and may not have access to all information they collect.

If you interact with WACHS through social media, for example by commenting, messaging, reacting to or sharing WACHS content, WACHS may receive or have access to the information you provide through that interaction, together with other information made available to WACHS by the platform.

You should review the relevant website or social media provider's privacy information and available privacy, cookie and account settings to understand how it collects and handles your information.

How can you access or update your information?

If you would like to access, update or add to the information we have collected, please contact our Release of Information Office by email on WACHS.ROICentral@health.wa.gov.au.

How to find out more, access your information or make a complaint?

More information can be found at www.wacountry.health.wa.gov.au/About-us/Privacy-and-information-sharing or via the QR code.

If you have any questions about how your personal information will be collected, used and shared, you can contact WACHS.InformationGovernance@health.wa.gov.au.

If you would like to make a complaint about how your personal information has been handled, collected, used or shared, please contact WACHS.PrivacyOffice@health.wa.gov.au.

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