

Digital Privacy Policy – InForm Physiotherapy Ltd

Last updated: September 2025

We respect your privacy and are committed to protecting your personal information. This policy explains how we collect, use, and protect your information when you use our website.

1. Information we collect

You can browse our website without giving us personal details. We may collect information if you:

- Fill in a form or sign up for notifications
- Use our contact details to contact us by email or phone

We automatically collect some non-personal information (e.g. browser type, pages visited, IP address) to help us improve our website.

2. Cookies and analytics

Our website uses cookies and Google Analytics to understand how people use our site.

Cookies do not identify you personally. You can manage or block cookies in your browser by updating your settings.

3. How we use your information

- To improve our website and services
- To communicate with you, if you have given us permission

4. Sharing your information

- We do not sell your personal information.
- We may share information with service providers (such as email platforms, health service providers) who help us deliver services.
- We may disclose information if required by law.
- Some information may be stored or processed outside New Zealand. We ensure protections are in place if this happens.

5. How long we keep your information

We only keep personal information for as long as required by law and for the purpose it was collected. After that, it is securely deleted or anonymised.

6. Your rights

Under the Privacy Act 2020, you have the right to:

- Access the personal information we hold about you
- Ask us to correct or delete your information (with the exception of if you are treated as a patient then we are legally required to retain health records for 10 years under the Health Information Privacy Code 2020)
- Withdraw your consent to receive communications
- Make a complaint to the NZ Privacy Commissioner if you are concerned

7. Contact us

If you have questions or want to exercise your privacy rights, contact us at:

- admin@informphysio.co.nz
- InForm Physiotherapy Ltd, PO Box 48099, Silverstream, Upper Hutt 5019, New Zealand

8. Changes to this policy

We may update this policy if required by legislative changes or internal operational requirements. Any changes will be posted on our website with the new date.

Information	Date
Initial Draft	September 2021
Updated policy to reflect legislative changes	September 2025