

## **Essence of Life Coaching Privacy Policy**

Robyn Frank T/as Essence of Life Coaching is committed to providing quality services to you and this policy outlines my ongoing obligations to you in respect of how I manage your Personal Information.

Robyn Frank T/as Essence of Life Coaching has adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The NPPs govern the way in which I collect, use, disclose, store, secure and dispose of your Personal Information. A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at [www.aaic.gov.au](http://www.aaic.gov.au)

Robyn Frank T/as Essence of Life Coaching provides professional coaching services, including life coaching, wellness coaching and wellness education sessions. Essence of Life Coaching may also provide Aromatherapy and Flower Essence Therapy and other wellness information in combination with professional coaching. Robyn Frank T/as Essence of Life Coaching is a sole trader and does not employ any staff or external contractors to provide health services on her behalf.

### **What is Personal Information and why do I collect it?**

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information I collect include: names, addresses, email addresses, phone and facsimile numbers.

This Personal Information is obtained in many ways including client interviews, workshop participants lists, client feedback forms, client information forms, written correspondence, by telephone and facsimile, by email, via social media, Eventbrite booking information, messages and enquiries via online databases, or from other publicly available sources or from third parties.

I collect your Personal Information for the primary purpose of providing my services to you, providing information to clients and marketing. I may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from my mailing/marketing lists at any time by contacting me in writing.

Robyn Frank T/as Essence of Life Coaching may contact clients or persons who have expressed interest in Essence of Life Coaching services regarding the professional services provided by Essence of Life Coaching via post, telephone, fax, email or SMS. Please advise Robyn Frank if you do not wish for her contact you via any or all of these communications methods and this request will be adhered to.

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Essence of Life Coaching  
PO Box 11, Preston, 3072  
Mobile: 0412 737 309  
Email: [contact@eolifecoaching.com.au](mailto:contact@eolifecoaching.com.au)

## Essence of Life Coaching Privacy Policy

When I collect Personal Information I will, where appropriate and where possible, explain to you why I am collecting the information and how I plan to use it. Please inform Robyn Frank T/as Essence of Life Coaching if you do not wish for her to collect or record personal information (including health information).

### **Sensitive Information**

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive information will be used by Robyn Frank T/as Essence of Life Coaching only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is directly related to the primary purpose
- With your consent; or where required or authorised by law.

### **Third Parties**

Where reasonable and practicable to do so, I will collect your Personal Information only from you. However, in some circumstances I may be provided with information by third parties. In such a case I will take reasonable steps to ensure that you are made aware of the information provided to me by the third party.

### **Cookies**

My website uses cookies in order to function and analyse website traffic. A cookie is a small file placed in your web browser that collects information about your web browsing behaviour and your IP address. Cookies do not access information stored on your computer or any other personal information (e.g. name, address, email address or telephone number). Cookies may be used by third parties to serve you advertisements on other websites you visit. Most web browsers automatically accept cookies but you can choose to reject cookies by changing your browser settings.

### **Disclosure of Personal and Sensitive Information**

Your personal and sensitive information may be disclosed in a number of circumstances including the following:

- Third parties where you consent to the use or disclosure; and
- To insurance companies and legal representatives,
- Technology service providers when communicating via technology,
- Where required or authorised by law.

### **Disclosure of information outside of Australia**

If Robyn Frank T/as Essence of Life Coaching transfers personal or sensitive information outside of Australia, Robyn Frank T/as Essence of Life Coaching will comply with the Privacy Act and take reasonable steps to ensure that the overseas recipient does not breach the Privacy Act regarding cross-border disclosure of personal information.

### **Security of Personal Information**

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorized access, modification or disclosure.

Robyn Frank may communicate with people via Facebook or LinkedIn. The information posted on these social media websites is managed according to the Privacy Policy of the corresponding social media website. Personal information posted on Facebook and LinkedIn may be seen by third parties who view these websites. Please advise Robyn Frank if you do not wish for her contact you via social media and this request will be adhered to.

When your Personal Information is no longer needed for the purpose for which it was obtained, Robyn Frank T/as Essence of Life Coaching will take reasonable steps to destroy or permanently de-identify your Personal and Sensitive Information. However, most of the Personal and Sensitive Information is or will be stored in client files which will be kept by Robyn Frank T/as Essence of Life Coaching for a minimum of 7 years.

### **Access to your Personal Information**

You may access the Personal Information Robyn Frank T/as Essence of Life Coaching holds about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact Robyn Frank T/as Essence of Life Coaching in writing.

Robyn Frank T/as Essence of Life Coaching will not charge any fee for your access request, but may charge an administrative fee for providing a copy of your Personal Information. In order to protect your Personal Information Robyn Frank T/as Essence of Life Coaching may require identification from you before releasing the requested information.

### **Maintaining the Quality of your Personal Information**

It is an important to me that your Personal Information is up to date. Robyn Frank T/as Essence of Life Coaching will take reasonable steps to make sure that your Personal Information is accurate, complete and up-to-date. If you find that the information I have is not up to date or is inaccurate, please advise me as soon as practicable so I can update my records and ensure I can continue to provide quality services to you.

### **Privacy Policy Updates**

This Policy may change from time to time and is available on request.

### **Privacy Policy Complaints and Enquiries**

If you have any queries or complaints about The Essence of Life Coaching Privacy Policy please contact Robyn Frank T/as Essence of Life Coaching. If the complainant is not satisfied with the investigation or the outcome, they may make a further complaint to the Office of the Australian Information Commissioner.

Further information can be found at <http://www.oaic.gov.au/privacy/making-a-privacy-complaint>

### **Essence of Life Coaching Contact Details**

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