

## Privacy Policy – Purple Carrot

At Purple Carrot, we respect your privacy and are committed to protecting your personal information. This policy outlines how we collect, use, store, and protect your information in accordance with the [Health Information Privacy Code](#).

### Individual Data Collection

We collect personal information from you, including information about you:

- name
- contact information
- interactions with us
- billing or purchase information

We collect your personal information in order to:

- send you additional information to follow on from your appointment
- communicate with other health providers involved in your care
- invite you to a review appointment where appropriate
- send you information on future services and products we think you may be interested in

Providing some information is optional. If when you see us for a clinical consultation you choose not to enter details of your GP or another health provider, we'll be unable to send information back to them on services you have received. This means they will not be informed of the advice we have given you, and we cannot make recommendations for your care by those professionals.

We will never use your personal information for marketing purposes without your consent.

### How we store and protect your information

We keep your information safe by storing it in an encrypted, password protected, practice management system compliant with New Zealand privacy standards. Only specifically authorised clinicians and administrators are allowed to access this information.

We keep your information for 7 years from our last appointment at which point we securely destroy it by securely erasing all digital records.

You have the right to access or request correction of your personal information at any time. To make such a request, please contact us via [sharon@purplecarrot.co.nz](mailto:sharon@purplecarrot.co.nz). We will respond within a reasonable timeframe and in accordance with our obligations under the Privacy Code.

### How we collect your information

We collect personal information in several ways, including:

- Directly from you (in person, by phone, email, online forms, or during consultations).
- Through online booking platforms (**Nookal**).
- From referral sources such as your GP or other health professionals, where appropriate and with your consent.
- From other third-party systems used for administration (e.g. **ERMS Health**)
- We may use AI tools such as Heidi AI to assist with transcription or documentation. These tools are used under clinician supervision, and identifiable data is handled in accordance with New Zealand Privacy Principles. These tools will only be used with your consent.

**Website and cookies**

Our website ([www.purplecarrot.org](http://www.purplecarrot.org)) uses cookies and analytics tools such as Google Analytics to improve website functionality, measure performance, and understand visitor interactions. These tools may collect anonymised information such as your IP address, device type, and browsing activity. You can disable cookies in your browser settings if you prefer. We also collect voluntary information submitted through our Contact Form and sign-ups for communication and updates.

**Telehealth and online communication**

We use Zoom to conduct telehealth consultations. Sessions are not recorded, and we take steps to ensure your confidentiality and privacy during online appointments.

If you have any questions or concerns about how we handle your information, please contact us via our website.

**Updates to this policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The latest version will always be available on our website.