

Privacy Policy

Last updated: 16 August 2026

We respect your privacy and handle personal information in line with Australian privacy law, including the Privacy Act 1988 (Cth) and the Australian Privacy Principles.

1. Who we are

Atwell Optometrists is a local optometry practice at Shop 4, 80 Lyon Road, Atwell WA 6164. This policy covers how we handle personal information through our practice, website and related services.

2. What we collect

Depending on how you deal with us, we may collect:

- contact and identity details (such as name, date of birth, address, phone and email);
- health and clinical information needed for your care;
- Medicare, insurance, payment and appointment details;
- enquiries and messages you send us; and
- basic website and technical information (such as browser type and site usage).

Please do not send urgent or detailed clinical information through the website contact form. Call the practice instead. In an emergency, dial 000.

3. How we use your information

We use personal information to:

- provide optometry care and related services;
- manage appointments, prescriptions, orders and follow-up;
- process payments and claims;
- respond to enquiries and complaints;
- run and improve our practice and website; and
- meet our legal and professional obligations.

We do not sell your personal information.

4. Who we share it with

We only share information where needed, for example with:

- staff involved in your care or practice administration;
- other health providers involved in your care (such as referrers or specialists);
- Medicare, insurers and payment providers;
- optical suppliers where needed for lenses or frames; and
- trusted service providers who help us run the practice or website.

We may also disclose information if the law requires it, or with your consent.

5. Our website

Our website uses a small number of third-party services:

- **Vercel** — hosting and site analytics;
- **Resend** — sending contact form emails;
- **MyHealth1st** — online appointment booking; and
- **Google Maps** — map embed.

These providers may collect information needed to provide their service. Their own privacy policies also apply. The site may use cookies for basic function, security and analytics. We do not currently use advertising pixels.

6. Storage and security

We take reasonable steps to keep personal information secure and only keep it for as long as needed for care, business and legal reasons. Some service providers may store or process information outside Australia.

If a data breach occurs that is likely to cause serious harm, we will assess it and notify as required by law.

7. Access and correction

You can ask us for access to the personal information we hold about you, or ask us to correct it if it is wrong or out of date. We may need to confirm your identity first. In some cases the law allows us to refuse or limit access — if so, we will generally explain why.

8. Complaints

If you have a privacy concern, please contact us first so we can look into it. If you are not satisfied with our response, you can contact the Office of the Australian Information Commissioner (OAIC) at [oaic.gov.au](https://www.oaic.gov.au) or call 1300 363 992.

9. Changes

We may update this policy from time to time. The latest version will be available on our website.

10. Contact us

Atwell Optometrists

Shop 4, 80 Lyon Road, Atwell WA 6164

Phone: [\(08\) 9499 4000](tel:(08)94994000)

Email: admin@atwelloptom.com.au

Website: atwelloptom.com.au