

Privacy Policy

Website and business activities

Organisation	IPCIUM Holdings Pty Ltd
Version	1.0
Effective date	August 2026
Applies to	IPCIUM public website and general business activities

This policy is designed for IPCIUM's current business-to-business website and general business activities. Separate privacy, consent, security and data-handling arrangements will apply to clinical platform deployments and pilots.

1. Our commitment to privacy

IPCIUM Holdings Pty Ltd (IPCIUM, we, us or our) takes seriously its responsibility to protect personal information provided to us.

This Privacy Policy explains how we collect, use, disclose, store and protect personal information in connection with our public website and our general business activities.

Where applicable, we handle personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles.

IPCIUM operates primarily as a business-to-business health technology company. Our public website is directed principally to healthcare providers, aged care, home and community care organisations, technology organisations, prospective partners and other organisations interested in IPCIUM.

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

2. What information we collect

Because IPCIUM operates primarily business-to-business, the personal information we collect through our public website is generally limited to information reasonably necessary to communicate and conduct business with you.

- your name;
- your position or role;
- the organisation you work for;
- your business telephone number and email address;
- information you provide through a contact, enquiry, partnership or pilot enquiry form;
- information provided through meetings, demonstrations, conferences and other business interactions;

- correspondence between you and IPCIUM; and
- information about your organisation's interest in IPCIUM products, services, licensing, integration or partnership opportunities.

Website usage information

Our website systems or analytics tools may also collect technical information about how the website is used, such as IP address, browser and device information, date and time of access, pages visited, time spent on the website and referring source.

3. How we collect information

We may collect personal information:

- directly from you;
- when you submit an enquiry or request information;
- when you meet, correspond or otherwise interact with us;
- when you attend an IPCIUM event, conference, demonstration or meeting;
- through an organisation you represent;
- through a business partner or professional referral;
- from publicly available professional or business sources where appropriate; or
- through service providers that support our website and business systems.

If you provide personal information about another person, you should only do so where you are authorised to provide that information.

4. How we use personal information

We may use personal information to:

- respond to enquiries;
- provide information about IPCIUM;
- arrange meetings, demonstrations or partner briefings;
- assess potential customer, licensing, pilot, integration or partnership opportunities;
- establish and manage business relationships;
- administer agreements and business activities;
- keep professional contacts informed about relevant IPCIUM developments, where permitted and appropriate;
- improve our website, communications, products and services;
- undertake research, evaluation and business planning using aggregated or de-identified information where appropriate; and
- comply with applicable legal and regulatory obligations.

5. Health and sensitive information

The IPCIUM public website is not intended to collect patient health information, wound images, clinical records or other sensitive clinical information.

Please do not provide patient information, wound photographs, medical records or other identifiable clinical information through our general website forms or routine business email enquiries.

IPCIUM technology may, when deployed by a healthcare or care provider, facilitate the collection, use or processing of health information and clinical images. Information handled within an IPCIUM implementation will be subject to separate privacy, consent, data security, clinical governance and contractual arrangements appropriate to that implementation.

This Privacy Policy relates primarily to IPCIUM's public website and general business activities and does not replace those specific implementation arrangements.

6. Sharing personal information

We will only disclose personal information where reasonably necessary for our business activities, where you would reasonably expect us to do so, where you have consented, or where disclosure is required or authorised by law.

This may include disclosure to:

- IPCIUM employees and authorised contractors;
- service providers that help us operate our business and website;
- professional advisers;
- relevant technology, clinical or business partners where necessary for a particular enquiry or opportunity;
- regulators, government authorities or law enforcement agencies where required or authorised by law; or
- another person or organisation authorised by you.

We do not sell, trade or rent personal information.

7. Marketing communications

If you have asked to receive information from IPCIUM or have an existing professional or business relationship with us, we may contact you about relevant IPCIUM activities, products, partnerships, events or developments where permitted by law.

You may ask us to stop sending marketing communications at any time by using an unsubscribe option where provided or by contacting us.

8. Website analytics and cookies

Our website may use cookies and analytics technologies to understand how visitors use the website, improve its performance and provide a better experience.

These technologies may collect information such as:

- IP address;
- browser and device type;
- date and time of access;
- pages visited;
- time spent on the website; and
- referring website or source.

Some website functionality or analytics may be provided by third-party services. You can generally control or block cookies through your browser settings, although doing so may affect some website functionality.

If IPCIUM introduces additional analytics, session recording, advertising or marketing technologies, this policy and any related cookie notice should be updated to identify those technologies where appropriate.

9. Protecting personal information

IPCIUM takes reasonable steps to protect personal information from misuse, interference, loss and unauthorised access, modification or disclosure.

We use administrative, technical and organisational safeguards appropriate to the information we hold and expect service providers that handle information on our behalf to maintain appropriate privacy and security protections.

Where personal information is no longer required and there is no legal requirement to retain it, we will take reasonable steps to destroy or de-identify it.

10. Overseas service providers

Some technology and service providers used by IPCIUM may store or process information outside Australia.

Where this occurs, IPCIUM will take reasonable steps appropriate to the circumstances to ensure personal information is handled consistently with applicable privacy requirements.

As IPCIUM's website, CRM, analytics and hosting arrangements evolve, this section may be updated to identify relevant overseas locations where reasonably practicable.

11. Access and correction

You may ask IPCIUM to provide access to personal information we hold about you or to correct personal information that is inaccurate, out of date, incomplete, irrelevant or misleading.

We may need to verify your identity before responding to a request. We will respond within a reasonable period and may refuse access or correction where permitted or required by law.

12. Data breaches

IPCIUM will manage suspected or actual data breaches in accordance with applicable law, including the Notifiable Data Breaches scheme where it applies.

Where an eligible data breach occurs, we will take the steps required by law, including notification to affected individuals and the Office of the Australian Information Commissioner where required.

13. Privacy enquiries and complaints

If you have a question, would like to access or correct your information, or are concerned about how IPCIUM has handled your personal information, please contact us through the contact details published on our website.

We will consider your enquiry or complaint and respond within a reasonable period.

If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner (OAIC).

Organisation	IPCIUM Holdings Pty Ltd
Website	www.ipcium.com

14. Changes to this policy

We may update this Privacy Policy as our business, technology, website and services develop. Any updated version will be published on our website together with the date of the latest update.

Website privacy notice

Recommended wording for IPCIUM website contact, partner, pilot and enquiry forms:

Privacy notice: We will use the information you provide to respond to your enquiry and, where relevant, discuss IPCIUM products, services or partnership opportunities with you. Please do not submit patient information, health records or wound images through this form. Further information is available in our Privacy Policy.

Before publication, IPCIUM should confirm the website's actual analytics/cookie tools, hosting arrangements and preferred privacy contact channel so the policy can be updated if necessary.