

Blua Privacy policy

The Blua platform at blua.bupa.com.au (referred to as “Blua” or the “Website” or the “platform”) is provided to you by Bupa Telehealth Pty Ltd (ABN 31 142 900 472), referred to here as “Bupa”, “we”, “us” and “our” and this includes our related bodies corporate).

About this policy

Your privacy is important to us and this privacy policy explains how we handle your information. From time to time, we may make changes to this policy. You can always find the most up to date version of this Policy on blua.bupa.com.au. We may also contact you (via email or other means) to let you know of any changes we make to this policy.

Blua, its products and services are delivered by Bupa with the assistance of, and in collaboration with, a number of technology and healthcare partners. For more information on how these technology and healthcare partners handle your personal data, you may also wish to read the privacy policies of these websites. We recommend that you review the privacy policy of each website you visit.

What information do we collect?

When you book an appointment using Blua

In order to make an appointment via Blua, there is certain information you must provide, including your Bupa membership number, reference number and date of birth. If you do not provide the above information, you will be unable to access the Blua booking platform. Other information you provide as part of the booking process is collected by our partner Doctors on Demand.

We also collect your personal information from Doctors on Demand about the general consultation services you obtain via the Blua platform including information relating to the booking and claims information.

When you sign up for Blua Chemist Delivery

When you sign up for Blua Chemist Delivery via myBupa, Bupa HI Pty Ltd

shares your name, email address and mobile number (from your health insurance policy) with our partner Chemist2U. This information is used to create your Blua Chemist Delivery profile. Other information you provide while using Blua Chemist Delivery is collected by our partner, Chemist2U.

Other information we may collect

We collect aggregated, de-identified data from Chemist2U about how Blua Chemist Delivery is used in order to improve and further develop the Blua Chemist Delivery service.

We will also collect certain anonymised data on how Blua users interact with Blua in order to improve and further develop Blua. We may also use tracking technologies on the platform to capture anonymised information about how users use and interact with Blua, to help us to further develop Blua.

How we use or disclose your personal information

We may use or disclose your personal information in order to:

- provide you with access to Blua and administer your use of the platform, our products and services;
- manage our relationship with you;
- send you customer surveys for the purpose of collecting feedback, including surveys conducted by Medallia Australia Pty Ltd, an independent research company which collects and processes survey data on our behalf;
- interact with you via digital marketing;
- tailor how we provide and market our products and services to you, based on your preferences and interactions with us;
- undertake data analysis in order to provide insights for improving the quality of our products and services;
- carry out internal functions, including administration and audit; and
- comply with laws and regulations.

When you use Blua for an appointment, we may use or disclose your personal information to:

- provide your details to our service providers to make bookings;
- send you confirmation emails with your booking details;
- send you appointment reminders and appointment cancellations;
- show you available timeslots for appointments, to view telehealth options and to show you next available appointments with your chosen healthcare professional;
- contact you about your feedback and provide details of your feedback to healthcare providers involved in your care to investigate, and ensure quality service;
- provide you with access to telehealth services if you're an eligible Bupa health insurance member or have been referred for a telehealth appointment as part of a pre-employment screening on behalf of a prospective employer;
- facilitate communications between you and healthcare professionals;
- provide your details to the relevant healthcare professional if you are referred to them via Blua;

We may also use or disclose your personal information for other purposes to which you have consented or as otherwise permitted or required by law.

We may also use your information to contact you (via SMS or email) about Blua, Blua features or changes, as well as related products or services offered by Bupa, Blua service partners or Bupa partners.

You can unsubscribe from our direct marketing by contacting us using the contact details below or following the instructions in a direct marketing communication.

Disclosing your information

We may disclose your information to anyone engaged by us or acting on our behalf in relation to administering and operating Blua, including our technology partners and our healthcare and other service providers, who are located in Australia.

The types of third parties that we might disclose your personal information to:

- our external technology partners to enable an appointment to be booked with your chosen healthcare provider, or to provide you with the Blua Chemist Delivery service;
- our healthcare providers to monitor and investigate the level and quality of service being provided, including where you have provided feedback about the services you received;
- our service providers who support and enable us to provide our services and run our business, such as:
 - our information technology, network, software and cloud storage providers;
 - any practice management software providers which your medical practitioner uses; and
 - our external professional advisors (such as legal advisors).
- otherwise as permitted or required by law.

We may also share anonymised data with our related companies overseas, all of which are subsidiaries of Bupa in the United Kingdom. If we send your personal information outside of Australia, we will require that the recipient of the information complies with privacy laws and contractual obligations to maintain the security of the data.

Accessing your information and getting in touch with us

You have a right to access the personal information we hold about you and to request that we correct your information if you believe it is not correct. To request access to your information, you should contact us via email at support@blua.com.au.

You can also contact us directly at any time if you have any questions or concerns about how we have handled your personal information or would like to make a complaint. We will contact you to work with you directly to resolve your concerns.

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