

Privacy Policy

Last updated: October 2025

About Forte Men's Health

Forte Men's Health is a medical service operated by Australian-registered general practitioners (GPs), pharmacists, and allied health professionals. We provide personalised men's health services—including treatment for hair loss, sexual health, weight management, PrEP, and skin care—via online and in-person consultations. This Privacy Policy applies to all users of our services and visitors to our website.

What Types of Personal Information We Collect

We collect personal, sensitive, and health-related information, including:

General personal information:

- Full name, date of birth, gender
- Residential and postal address
- Email address and phone number
- Medicare number and other identifiers

Health and sensitive information:

- Medical history, medications, allergies
- Symptoms and lifestyle factors (e.g., smoking, alcohol, sexual activity)
- Consultation notes, diagnostic results, prescriptions
- Photographs or images submitted for clinical review
- Family history and psychosocial background (if relevant to care)

Technical and usage data:

- IP address, browser type, device type
- Pages visited and time spent on the site
- Cookies and session identifiers

- Referral sources (e.g., ad click, email link)

Financial data:

- Credit/debit card details (processed securely via third parties such as Automed / Tyro)
- Billing history and invoices

How We Collect Your Information

We collect information directly and indirectly through:

- Service intake forms and medical questionnaires
- Quiz submissions and eligibility checks
- Telehealth or in-person consultations
- Secure online bookings (e.g., Automed)
- Email, phone, SMS, or social media interactions
- Image uploads for dermatology, hair loss, or sexual health assessments
- Cookies, analytics tools (e.g., Google Analytics), and tracking pixels
- Third-party integrations and referral partners (with your consent)

Why We Collect and Use Your Information

Your information is collected and used to:

- Assess your health status and medical history
- Deliver personalised treatment plans
- Provide telehealth or in-person consultations
- Issue prescriptions, referrals, or pathology/imaging requests
- Process payments and manage billing
- Book and manage appointments
- Monitor treatment effectiveness and follow-up care
- Comply with clinical record-keeping requirements

- Improve our website, services, and patient outcomes
- Respond to queries, feedback, or complaints
- Comply with legal, regulatory, or insurance obligations

Marketing and Communications

We may use your contact information to send you service updates, health reminders, promotions, or educational materials. You may opt out of marketing communications at any time via the unsubscribe link or by contacting us directly.

We will never use your health information for direct marketing without your express consent.

Disclosure of Personal Information

We only disclose your information when necessary for your care or where required by law.

We may disclose your information to:

- Forte Men's Health GPs, pharmacists, and allied health staff
- Compounding or partner pharmacies for prescription fulfilment
- Secure cloud service providers (e.g., AWS, Microsoft Azure)
- Appointment booking providers
- Pathology and diagnostic imaging services (with consent)
- IT support and software providers under strict confidentiality
- Medicare, PBS, and other government agencies as required
- Legal or regulatory authorities (e.g., TGA, AHPRA)

We take steps to ensure any third parties handling your data do so in compliance with the Privacy Act.

We do not sell your personal or health data.

Storage and Security of Your Information

Your data is securely stored on encrypted servers located in Australia or with reputable international providers that comply with privacy safeguards equivalent to Australian law.

We implement:

- TLS/SSL encryption for data in transit
- Role-based access and two-factor authentication
- Secure audit logging
- Data minimisation and access control protocols
- Regular software and security patching
- Secure disposal of obsolete records

International Transfers

In some cases, your data may be stored or processed outside Australia. Where this occurs, we ensure:

- The hosting country offers equivalent privacy protections; or
- We obtain your consent prior to international data transfer; or
- Appropriate data protection agreements are in place (e.g., standard contractual clauses)

Accessing and Correcting Your Information

You have the right to:

- Request access to the personal and health information we hold about you
- Request corrections if your information is inaccurate, outdated, or incomplete

Requests can be made by contacting us using the details below. We will respond within 30 days and may require identification verification.

Retention of Personal Information

Your health records are retained for a minimum period as required by law (typically at least 7 years from the last contact, or until age 25 for minors), even if you cease using our services.

We securely destroy or anonymise data that is no longer required.

Cookies and Website Analytics

Forte Men's Health uses cookies and tracking tools for:

- Website performance and diagnostics
- Personalising your user experience
- Tracking usage patterns and ad performance
- Remembering user preferences and login sessions

Most browsers allow you to manage cookies. Disabling cookies may affect the functionality of our site.

Third-Party Links and Integrations

Our website may contain links to third-party websites or services. We are not responsible for their privacy practices and encourage you to review their privacy policies independently.

Examples include links to:

- Online appointment booking platform
- Secure payment gateways
- Referred diagnostic providers

Children and Minors

Our services are intended for adults aged 18 and over. We do not knowingly collect personal or health information from children without parental or guardian consent. If you believe a child has provided us information without consent, please contact us for removal.

Complaints and Privacy Concerns

If you have any concerns about your privacy or wish to make a complaint, please contact us directly. We take complaints seriously and will investigate promptly.

If you're not satisfied with our response, you may escalate your complaint to the:

Office of the Australian Information Commissioner (OAIC)

Website: www.oaic.gov.au

Phone: 1300 363 992

Changes to This Privacy Policy

We may update this Privacy Policy periodically. Any changes will be published on our website and the “Last updated” date will be revised. We recommend checking back regularly to stay informed.

Contact Us

Forte Men’s Health

Website: www.fortemenshealth.com.au