

# Governance for Producing Online Content



---

Ternity Group Pty Ltd and its subsidiary Nourish Baby are committed to and are responsible for ensuring the integrity of our online content including the following resources:

- video and audio files
- articles
- fact sheets
- online courses and programs

The following standards govern the production of our online content. These standards are supported by formal policies and procedures.

## Medical or Health Information

- a) is provided by appropriately trained and qualified professionals;
- b) is approved by the appropriate authority;
- c) is reviewed and updated periodically;
- d) there is a clear qualifying statement if information provided is from a non-medically qualified person or organisation.

## Purpose

- a) resources include a statement that the information provided is designed to support, not replace, the relationship that exists between a customer/site visitor and his/her existing health care professional(s);
- b) the intended audience for the resource is clearly described.

## Privacy and Confidentiality

- a) a privacy policy is present that describes how privacy and confidentiality is maintained for information such as email addresses, personal details and medical information (where applicable);
- b) the privacy policy complies with the legal requirements of medical/health information privacy that is applicable in relevant jurisdictions.

## Information Documentation, Referencing and Dating

- a) each content item includes a last reviewed date where review dates on resources are associated with changes in content rather than formatting changes only;
- b) information is supported by references to source data and, where possible, has specific HTML links to data.

## Transparency

- a) an easily accessible contact address for further information and consumer feedback is provided;
- b) there is a mechanism to address queries promptly.