

Client Review and Media Policy

At Mindswell Therapy, we value honest feedback and transparency. To protect client confidentiality and ensure our services are represented ethically, reviews and media use must follow PACFA's Good Practice Guidelines and Australian Consumer Law. This policy outlines how client reviews, testimonials, and media will be managed with care and integrity.

Purpose

Mindswell Therapy is committed to upholding the highest professional and ethical standards in line with the Psychotherapy and Counselling Federation of Australia (PACFA) Code of Ethics and Good Practice Guidelines.

This policy sets out clear boundaries for client reviews, testimonials, and the use of client images or media. Its purpose is to:

- Ensure transparency and honesty in all public communications.
- Protect client confidentiality, dignity, and wellbeing.
- Comply with relevant laws, including the Australian Consumer Law (ACL).

Client Reviews and Testimonials

- Mindswell Therapy does not actively solicit testimonials that discuss therapy outcomes, results, or the effectiveness of services.
- Clients may, if they wish, leave a Google review. However, reviews must:
 - Avoid references to specific therapeutic outcomes (e.g. "this cured my anxiety").
 - Avoid making promises about services.
 - Be factual, subjective impressions only (e.g. "I felt welcomed and supported").
- Mindswell Therapy reserves the right to request removal or amendment of reviews that may breach PACFA guidelines or Australian Consumer Law.

Use of Client Photos, Videos and Media

- To protect privacy and wellbeing, clients will not be featured in marketing materials (photos, videos, social media, or publications) without explicit written consent.
- Where media is used:
 - A Media Consent Form must be signed.
 - Clients will be informed of the exact purpose, format, and platforms where the material will appear.
 - Clients may withdraw consent at any time, and the material will be removed where practicable.

- No sensitive or confidential information will ever be disclosed in client media.
- Participation in photography, video, or media is entirely voluntary and has no impact on a client's access to services.

Confidentiality and Anonymity

- All client information remains confidential in line with PACFA's Privacy Guidelines and relevant Australian law.
- Mindswell Therapy will never publish identifiable client information, reviews, or stories without explicit consent.
- Any case studies, de-identified examples, or composite scenarios used for training, supervision, or educational purposes will ensure anonymity.

Ethical Marketing Standards

- Marketing, advertising, and online content will:
 - Be truthful, respectful, and non-misleading.
 - Avoid exaggerating benefits or making therapeutic guarantees.
 - Use only professional, ethical imagery and language.
- Mindswell Therapy upholds PACFA's standards that counselling and psychotherapy must not be promoted in ways that exploit vulnerability or create unrealistic expectations.

Client Rights

- Clients have the right to decline participation in reviews or media without question.
- Clients may request correction or removal of any material that references them.
- Clients will be reminded that therapy outcomes vary, and their personal experience may not be representative of others.

Policy Review

This policy will be reviewed annually to ensure compliance with:

- PACFA Good Practice Guidelines
- PACFA Code of Ethics
- Australian Consumer Law
- Privacy legislation

Last reviewed: 06/09/2025 by Natalie Beach

Thank you for choosing Mindswell Therapy.
Therapy Done Differently.

