

## *Bite Back: Product Information and Terms of Use*

**Service or product name:** Bite Back

**Date of last service or product update:** Bite Back Version 2.0 was released in April 2018. Bite Back is subject to a continuous safety and quality assurance process that informs ongoing enhancements and maintenance as required.

**Date this form was completed:** November 2020

### **Contents**

1. What does Bite Back offer? .....	3
1.1 What health conditions does Bite Back help people with? .....	3
1.2 What kind of assistance does Bite Back offer? .....	3
1.3 Who is the target audience? .....	4
1.4 How is Bite Back delivered? .....	4
1.5 Are health care professionals involved in delivering Bite Back? .....	4
1.6 How much does it cost? .....	4
1.7 Who is Bite Back accessible to? .....	4
2. Privacy collection notice: Who will have access to Bite Back user data? ..	5
2.1 What information is collected about Bite Back users? .....	5
2.2 Who is that information shared with? .....	5
2.3 What is the reason for sharing a Bite Back user's information with others? .....	6
2.4 Where is user information stored? .....	6
2.5 Can a Bite Back user review and/or delete data that has been collected about them? .....	7
2.6 Where is the Black Dog Institute data-sharing (privacy) policy? .....	7
2.7 What security measures are used when collecting and storing user data? .....	8
3. What is the likelihood of benefit or harm if used as recommended or otherwise? .....	8

3.1 Is there any independent scientific evidence of benefit from using Bite Back? .....	8
3.2 Is Bite Back endorsed by a government or professional body?.....	9
3.3 Are there any health precautions or safety warnings?.....	9
3.4 Have there been any adverse health events or consumer concerns reported about Bite Back? .....	9
4. Is Bite Back easy to use and are users likely to keep using it? .....	9
4.1 Is there any independent research on how easy it is to use Bite Back? .....	9
4.2 Were people from the target audience involved in developing Bite Back? .....	10
4.3 How much time will it take an individual to use Bite Back as suggested? .....	10
4.4 Does Bite Back fit in with other health services?.....	10
4.5 What do other users think of Bite Back? .....	10
5. How is Bite Back funded and what is the business model? .....	11
5.1 Who is offering Bite Back?.....	11
5.2 What Black Dog Institute's business model? .....	11
5.3 Was a health professional involved in developing Bite Back? .....	11
5.4 How was the development funded? .....	12
5.5 How does Bite Back make money?.....	12
6. Disclaimer and limitation of liability .....	12
7. Access to and ownership of program content.....	13
8. Quality of Information .....	13
9. External links .....	13
10. Who can I contact with questions or concerns about Bite Back?.....	13

# 1. What does Bite Back offer?

Bite Back is the very first online positive psychology program designed to improve the overall wellbeing and resilience of young Australians aged 13 – 16 years old.

It offers:

- A combination of fun, interactive activities, quizzes, animations and information across nine positive psychology domains including gratitude, optimism, flow, meaning, hope, mindfulness, character strengths, healthy lifestyles, and positive relationships.
- Information about the benefits of increasing wellbeing, strategies to develop skills in each of the positive psychology domains, and links to other relevant resources.
- A six-week Mental Fitness Challenge that guides users through a structured journey for getting the most out of Bite Back.

## 1.1 What health conditions does Bite Back help people with?

Bite Back is appropriate for young people aged 12 – 18 years seeking to build their mental wellbeing and resilience.

## 1.2 What kind of assistance does Bite Back offer?

Bite Back offers a range of features, including:

- **Interactive learning activities:** Bite Back offers eight online learning activities covering various domains of positive psychology – all of which deliver recognised psychological strategies for building resilience and wellbeing. The [Bite Back Mental Fitness Challenge](#) offers users a fun, structured journey for working through the program to get the most out of it.
- **Information and resources:** The Bite Back ‘Learn’ section offers information covering twelve mental health topics.
- **Quizzes:** Bite Back offers a range of quizzes so users can check in on their wellbeing across a range of topics relating to mental health and wellbeing. The quizzes also provide a way for users to track their progress and improvements.
- **A validated mental wellbeing self-assessment:** The Short [Warwick-Edinburgh Mental Wellbeing scale](#) (SWEMWBS) is built into the Bite Back program. The SWEMWBS is a validated set of questions designed to measure mental wellbeing and can provide an indication of resilience and protective factors. Users complete the questionnaire at registration and are encouraged to complete the questionnaire again at six weeks after registration, allowing users to gauge any change in their scores. The questionnaire is also accessible from within the program at any time.
- **Referral to other resources:** Bite Back offers direction to helpful resources to assist with common mental illnesses via its ‘Dealing with the tough stuff’ section.

- **Reminders:** Users can select to receive notifications and reminders via SMS or email to keep engaging with the program and practise the skills being delivered.
- **Supporting resources for teachers and youth educators:** Bite Back is widely used in the high school setting and aligns well with the Stage 5 National PDHPE curriculum and is supported by a range of freely available teaching resources.

### 1.3 Who is the target audience?

Bite Back is for people who:

- Would like to enhance and build their wellbeing and resilience.
- Aged 12 – 18 years but with a particular focus on young people aged 13 – 16 years old.
- Read English with ease.

### 1.4 How is Bite Back delivered?

Bite Back is a fully responsive online program that can be accessed on desktop computers or mobile devices.

### 1.5 Are health care professionals involved in delivering Bite Back?

Bite Back is available as a self-guided tool. Health professionals are not involved in the delivery of Bite Back unless they have recommended Bite Back to a client they are working with as part of their model of treatment or support.

### 1.6 How much does it cost?

Bite Back is free to use but does require a working internet connection and a small amount of data per session. An average week's activity within the Bite Back Mental Fitness Challenge will use around seven MB of data, plus the accompanying embedded videos which will use around 5MB of data. In total, this will be approximately 12MB of data per activity. Each page of the website will use an average of 1.7 – 2MB of data.

### 1.7 Who is Bite Back accessible to?

To access Bite Back, users will need:

- A desktop computer or mobile device (smart phone or tablet).
- A stable internet connection.

## 2. Privacy collection notice: Who will have access to Bite Back user data?

### 2.1 What information is collected about Bite Back users?

There are two main ways we collect information (data) about users:

#### 1. Non-registered users / non logged in users

Whenever users visit Bite Back, our servers automatically record information about their usage such as the time of the visit, the length of visit, and the pages they visit. This data is used in an aggregated way to help us monitor how well the program is engaging people. It also helps us make decisions about what parts of the program we can improve to ensure it remains engaging for our users. This data is only linked to a user's ID if they have identified themselves by registering or logging in as a registered user.

#### 2. Registered user/logged in user

In relation to registered users and logged in users, we collect some personal information such as email address, mobile phone number, gender, name and birth year. We collect this information so we can monitor if the people we designed Bite Back for are the ones using it. It's also so we can gauge the effectiveness of our marketing and engagement strategies.

### 2.2 Who is that information shared with?

We do not routinely disclose personal information (data) with external parties and at no time will Black Dog Institute share a user's personal information without their consent unless:

- a) We believe there is a serious and imminent threat to their or someone else's life, health or safety.
- b) We need to investigate or report on activity which we believe on reasonable grounds to be unlawful.
- c) Disclosure is required or authorised by law (for example where a regulatory authority has the power to request the provision of certain records or information).
- d) Disclosure is reasonably necessary to enable an enforcement body to perform its functions, for example:
  - i. The prevention, detection, investigation, prosecution or punishment of criminal offences.
  - ii. The preparation for, or conduct of, proceedings before any court or tribunal, or implementation of the orders of a court or tribunal.

Black Dog Institute may disclose de-identified data to trusted third parties engaged to assist us with services including data processing, data analysis, information technology services and support, website maintenance/development, record archiving and medical consultants who provide expert advice on the program's clinical content.

De-identified means we will not share any data that links a user's personal details (i.e. such as name or email address).

Bite Back uses Google Analytics which collects unidentifiable data relating to usage of Bite Back. This includes things like the user's server address, the user's top level domain name (for example .com, .gov, .au, etc), the date and time of the visit to the site, the pages accessed, the documents downloaded, the type of browser used and referral source from where the user found Bite Back. This allows us to generate reports to help us understand website traffic and behaviour. When using Bite Back, users consent to Google processing their data as set out in the [Privacy Policy](#), and for the purposes described above. Users can opt out of having their unidentified data being processed by Google using [Google's opt-out service](#).

Any research undertaken by Black Dog Institute using Bite Back data must be approved by an external Human Research Ethics Committee (HREC). All research is undertaken in accordance with the terms and conditions specified by the relevant HREC, and the principles specified in the National Health and Medical Research Council and the Australian Research Council's Australian Code for the Responsible Conduct of Research 2007 (the Australian Code). Research participants enrolled in trials or research will be given further information detailing how their personal information (including health information) will be handled by Black Dog Institute, including circumstances where personal information may be disclosed. At no point in time will your data be identifiable when used for research purposes.

### 2.3 What is the reason for sharing a Bite Back user's information with others?

Black Dog Institute may disclose a user's de-identified data to trusted third parties engaged to assist us to provide the Bite Back program. This may include assisting us to:

- a) Carry out our Safety and Quality Assurance processes (i.e. to help us maintain the program and make enhancements).
- a) To develop and implement Bite Back marketing and promotion strategies.

### 2.4 Where is user information stored?

All information is stored on secure servers that are protected in controlled facilities.

In addition, our employees and the contractors who provide services related to our information systems are obliged to respect the confidentiality of any information held by us. However, we will not be held responsible for events arising from unauthorised access to any information we hold.

The security of any information we hold is important to us. We use Government Data Centres (GovDC) commissioned by the University of New South Wales (UNSW) for data storage and backups. The data remains controlled by us. UNSW IT follows industry standards to protect personal information and uses secure socket layer (SSL) technology

and key based encryption techniques. However, the internet and any method of electronic storage is not 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security. We also encourage you to take responsibility for the security of your own computer system.

## 2.5 Can a Bite Back user review and/or delete data that has been collected about them?

Registered users of Bite Back can access, change and update their personal details from the 'My profile' feature at any time on Bite Back. Subject to any legal restrictions, we are happy to advise what additional personal information we hold about our users, should they request this. If a user's request is particularly complex or requires detailed searching of our records, the user may be required to cover costs associated with the work undertaken to provide this information. If a user believes there are errors in our records about them, they can let us know and we will be happy to investigate and correct any inaccuracies.

## 2.6 Where is the Black Dog Institute data-sharing (privacy) policy?

More detailed information about the way Black Dog Institute uses, discloses and otherwise handles personal information is set out in our comprehensive Privacy Policy at <https://www.blackdoginstitute.org.au/privacy-policy>.

Our Privacy Policy includes information about how individuals can opt-out of receiving marketing communications from us, access their personal information and/or seek correction of their personal information. Our Privacy Policy also includes information about how individuals may make a complaint about how their personal information has been handled.

All requests or questions about how we deal with personal information, requests for access to personal information or to request to no longer receive any communications from us should be directed to:

- **Address:** Privacy Compliance, Black Dog Institute, Hospital Road, Prince of Wales Hospital, Randwick NSW 2031, Australia
- **Email:** [privacy@blackdog.org.au](mailto:privacy@blackdog.org.au)
- **Telephone:** +61 2 9382 4530

Individuals may also request a copy of our Privacy Policy at the above addresses.

## 2.7 What security measures are used when collecting and storing user data?

Bite Back is subject to a bi-annual audit by an external agency to ensure the ongoing security of the program and your data. The most recent security audit was conducted in May 2019 by JB Cyber Pty Ltd. Based on the information available, JB Cyber found no major security issues with the Bite Back application and the program and data management strategy were categorised as fit for purpose.

We take reasonable steps to prevent the personal information we hold about you from misuse, interference or loss, and from unauthorised access, modification or disclosure. Our security measures meet industry standards and you can feel confident in our processes. These may include access control procedures, network firewalls, encryption and physical security. Although we will endeavour to protect your personal information, we are unable to guarantee that any information you transmit to us over the internet is 100% secure.

In terms of personal protection, users are responsible for maintaining the security and confidentiality of their Bite Back username and password. Users should always logoff from Bite Back after completing a session and not let other people use their Bite Back account.

## 3. What is the likelihood of benefit or harm if used as recommended or otherwise?

### 3.1 Is there any independent scientific evidence of benefit from using Bite Back?

Bite Back has been tested via gold-standard research methods, including a randomised controlled trial (RCT), to ensure its safety, efficacy and effectiveness. Participants in the Bite Back condition with high levels of adherence (usage of the website for 30 minutes or more per week) reported significant decreases in depression and stress and improvements in wellbeing. Bite Back users who visited the site more frequently ( $\geq 3$  times per week) reported significant decreases in depression and anxiety and improvements in wellbeing.

Trial outcomes are published in BMC Psychiatry, and available at the [JMIR Publications website](#).



### 3.2 Is Bite Back endorsed by a government or professional body?

Bite Back is promoted via several credible government and non-government bodies and services such as:

- The [NSW Department of Education](#) Stage 5 PDHPE syllabus.
- The Australian Government Department of Health's '[Head to Health](#)' website.
- The [healthdirect](#) website funded by the Australian Government.
- The [eMHPrac \(e-Mental Health in Practice\)](#) project funded by the Australian Government.

### 3.3 Are there any health precautions or safety warnings?

No. However, Bite Back should not replace the advice of a doctor or mental health professional. If you're having thoughts and feelings that are getting on top of you, please consider talking to someone you trust or reach out to your GP or a mental health professional. If you'd like talk to someone now, please call Lifeline on 13 11 14 or Kids Helpline on 1800 55 1800.

### 3.4 Have there been any adverse health events or consumer concerns reported about Bite Back?

No, Black Dog Institute is not aware of any reports of adverse health events or consumer concerns about the Bite Back program.

## 4. Is Bite Back easy to use and are users likely to keep using it?

### 4.1 Is there any independent research on how easy it is to use Bite Back?

Acceptability and feasibility surveys have been conducted on the Bite Back program to help understand their ease of use and appropriateness. A user survey in March 2019 which received 211 responses found that 82% of users experienced enjoyability of the program. Over three quarters of respondents agreed that the website looks great, is easy to navigate and runs smoothly. Sixty-five percent of users said that they can usually find what they are looking for.

Qualitative data from the randomised controlled trial highlighted in Section 3.1 indicated that 79% of users reported positive experiences using the website and 89% agreed that they would continue to use it after study completion.

## 4.2 Were people from the target audience involved in developing Bite Back?

People from the target audience have been involved and continue to inform the ongoing quality and relevance of the Bite Back program.

- **Bite Back Version 2.0:** In 2018, Bite Back was reviewed and updated as part of the Bite Back Version 2.0 project. Feedback collected from users in relation to Version 1.0 was taken into consideration to inform the current available version of Bite Back.
- **Continuous Safety and Quality Assurance:** User surveys and focus groups are conducted on an annual basis to inform improvements and enhancements to the Bite Back program. All feedback received from users via the Bite Back help desk email account (eMH@blackdog.org.au) is also recorded and considered within this ongoing process. Most recently, a user survey was conducted in March 2019.

## 4.3 How much time will it take an individual to use Bite Back as suggested?

Ideally, users should commit to regularly using the program for around six weeks to increase the likelihood of gaining the full benefit.

Activities within Bite Back vary in terms of time commitment.

- Each weekly activity within the Mental Fitness Challenge will take around 5 to 10 minutes to complete.
- Engaging with independent Bite Back activities such as the quizzes, Power Up and Snap That will only take a few minutes each time.

## 4.4 Does Bite Back fit in with other health services?

### **Bite Back and Black Dog Institute Smooth Sailing Program**

Bite Back is currently integrated within Black Dog Institute's Smooth Sailing trial. Smooth Sailing is a novel, Web-based mental health service for high school students designed to improve help-seeking for mental health problems and reduce symptoms of anxiety and depression. Based on the principles of stepped care, Smooth Sailing uses a website to screen, assess, allocate and deliver a range of psychological interventions with varied intensity and follow-up by a school counsellor when necessary.

## 4.5 What do other users think of Bite Back?

The following are quotes and testimonials collected from users upon completion of the Bite Back Mental Fitness Challenge.

- “Bite Back has been a great website to use. Sometimes I feel stressed, alone and scared but now I have a place where I can learn about others’ experiences and tips on how to deal with mental battles. It is so relieving, and I am grateful for it.”
- “Bite Back is great, worthwhile and really useful to improve mental health and emotions type of stuff etc.”
- “I learned that instead of worrying constantly about everything around me, I can look at the beauty all around me and be happy with what I have.”
- “I’ve learnt to focus on the positive whilst appreciating simple everyday aspects of my life like my friends, family, education and surroundings.”

## 5. How is Bite Back funded and what is the business model?

### 5.1 Who is offering Bite Back?

Black Dog Institute is offering this service.

### 5.2 What Black Dog Institute's business model?

Black Dog Institute is an independent not-for-profit organisation located within the Prince of Wales Hospital Campus and affiliated with UNSW Australia (the University of New South Wales).

### 5.3 Was a health professional involved in developing Bite Back?

Several leading health professionals working in the digital mental health space were involved in the design, development and testing of the Bite Back program. Those involved include:

- Dr Vijaya Manicavasagar BSc, MPsych
- Deserae Horswood BA
- Rowan Burckhardt MPsych (Clinical)
- Alistair Lum BPsych (Hons)
- Dusan Hadzi-Pavlovic MPsych (Clinical)
- Dr Gordon Parker MB, BS, MD, DSc, FRANZCP

As with all Black Dog Institute digital mental health services, clinical subject matter experts are involved in the continuous safety and quality assurance processes we apply to ensure our programs are maintained to the highest standards.

#### 5.4 How was the development funded?

The development of Bite Back was made possible with funding from the Australian Government Department of Health.

#### 5.5 How does Bite Back make money?

Bite Back is available at no cost to consumers and does not currently produce any income.

## 6. Disclaimer and limitation of liability

Bite Back is provided on an “as is” and “as available” basis. Black Dog Institute makes no representations or warranties of any kind, express or implied, as to the site’s operation or the information, content or materials included on Bite Back. To the full extent permissible by applicable law, the administrators of Bite Back and Black Dog Institute hereby disclaim all warranties, express or implied, including but not limited to implied warranties of merchantability and fitness for any particular purpose. Neither Bite Back nor Black Dog Institute will be liable for any damages of any kind arising from the use of or inability to use this site. All Bite Back users expressly agree that they use Bite Back solely at their own risk.

The materials displayed in Bite Back (“Content”), including without limitation all information, text, materials, graphics, names, logos and trademarks are for information purposes only. It should not be relied on as a substitute for professional advice. Persons accessing Bite Back do so at their own risk. Black Dog Institute recommends that people should always seek the advice of a health and/or mental health professional with any questions they have regarding a medical condition. Bite Back users should never disregard professional medical advice or delay in seeking it because of any results linked to Bite Back self-assessments or by anything they read on Bite Back.

Black Dog Institute has no responsibility or liability in relation to any direct or indirect loss or damage incurred through the use of Bite Back – including but not limited to damage to user software, hardware or mobile device or injury to themselves or anyone else arising from their use of or access to Bite Back. Black Dog Institute makes no warranty regarding the quality, accuracy, merchantability or fitness for purpose of the content of Bite Back.

Black Dog Institute does not warrant that Bite Back or functions contained in Bite Back, such as hyperlinks, will be uninterrupted or error free, that defects will be corrected or that our server or the server that makes it available are free of viruses or bugs.

To the extent permitted by law, all representations, conditions or warranties, whether based in statute, common law or otherwise, are excluded. In the case of breach of condition or warranty implied by law or otherwise that cannot be excluded, the liability of Black Dog Institute is limited to the maximum extent permitted by law.

## 7. Access to and ownership of program content

The content in Bite Back is protected by copyright, trademark and other intellectual property laws and the rights of Black Dog Institute and/or its third-party licensors.

The content, material, logos and illustrations provided in Bite Back are the property of Black Dog Institute and may not be reproduced or redistributed or otherwise used for any other purpose without permission. You must not modify, copy, reproduce, republish, frame, upload to a third party, post, transmit, distribute or communicate to the public the content (or a substantial part of it) in any way except as expressly provided by these 'Terms of Use' or under the Copyright Act 1968 (Cth) or other applicable laws.

Users are granted the right to view Bite Back content using their web browser and/or mobile device for their own personal use.

## 8. Quality of Information

Any errors within Bite Back content that are brought to our attention will be corrected as soon as possible. Black Dog Institute reserves the right to change any content within Bite Back at any time without notice.

## 9. External links

Links to external websites within Bite Back are provided on an information source basis only. Black Dog Institute makes no warranty and accepts no responsibility or liability in relation to any information, products, services or advice provided by these external links and any views or recommendations provided in linked sites do not necessarily represent those of Black Dog Institute. Users acknowledge that they enter any third-party websites at their own risk.

## 10. Who can I contact with questions or concerns about Bite Back?

Get in touch with the Bite Back team at [emh@blackdog.org.au](mailto:emh@blackdog.org.au) or 02 9065 9089.

### **Who else can I talk to if I still have questions or concerns?**

- For privacy/security issues contact the Office of the Australian Information Commissioner (OAIC) <https://www.oaic.gov.au/privacy/privacy-complaints/>
- All suspected adverse health events should be reported to the Therapeutic Goods Administration (TGA) <https://www.tga.gov.au/reporting-adverse-events>
- For complaints against a health service contact your state or territory health complaints organisation <https://www.ahpra.gov.au/notifications/further-information/health-complaints-organisations.aspx>
- For complaints against an individual registered health professional contact Ahpra (Australian Health Practitioners Regulatory Authority) <https://www.ahpra.gov.au/Notifications/Raise-a-concern.aspx>
- For complaints about misleading claims contact Australian Competition and Consumer Commission (ACCC) <https://www.accc.gov.au/consumers/complaints-problems/make-a-consumer-complaint>