



PRIVACY POLICY

INTRODUCTION

Privacy of our patient's personal information is an important principle to The Eye Studio Optometry Clinic. We are committed to collection, using and disclosing your personal information in a responsible manner. This document describes our privacy policy.

WHAT IS PERSONAL INFORMATION?

Personal information is information about an individual. It includes information that relates to your personal characteristics (e.g. gender, age, income, home address, phone number(s), ethnic background, religion, family status, etc.), on your health (e.g. health history, health conditions, health services, etc.).

Your business information, when used of business contact purposes (e.g. address, phone number, etc.), is not considered personal information and therefore is not affected by privacy legislation.

COLLECTION AND USE

Personal information collected from patient of this practice shall be limited to that required to:

- Evaluate your eye health and vision status
- Determine and recommend appropriate treatment of referral
- Communicate with you about services we provide
- To advise you about your vision care needs
- Provide you with eye-care, health or other product or treatment information
- Process payment and pursue collection of accounts receivable for services and products received from our office
- Communicate with others (e.g. other health care providers, lawyers, third party insurers, etc.) about your eye health and vision status.

DISCLOSURE

In the course of providing services to you, your personal information may be disclosed where required or allowed by law and may also be disclosed to:

- Other health care providers
- Insurers or other third party payers you have identified
- Regulatory authorities, where such information may assist in the investigation of a complaint or a review of standards of care
- Government authorities (e.g. CCRA, Privacy Commissioner, Human Rights Commission, etc.) who have it in their mandate to access your file
- Our practice's lawyers, accountants, information managers or other consultants contracted to provide advice or counsel regarding the administration or management of the practice
- On termination or sale of the practices, to a purchasing optometrist or file storage facility that agrees to serve as trustee of your personal information and to only access this information for the purpose of confirming their custody of your file, unless you initiate contact as a patient.

This disclosure of personal information shall be limited to that which is necessary for the purpose for which it is disclosed. All the above noted external parties have the same legal responsibility as this practice to protect all personal information collected in the course of their activities.

ACCESS AND DESTRUCTION OF PERSONAL INFORMATION

You have the right to access your personal information at any reasonable time (e.g. during regular office hours) and have the right to request corrections to your personal information. This applies to factual information and not to professional opinions we may have recorded. Corrections are recorded on your patient file. If our office does not agree with the correction, we will include a brief statement on your file recording both opinions.

Reasonable safeguards will be taken whenever paper and electronic records are destroyed or deleted.

Do you have a question?

Should you have any questions or concerns about our privacy policy, please contact our privacy officer at:

510, 3020-22 street, Red Deer

Ph: 403-352-8846

Fx: 403-352-4426

More general inquiries should be directed to:

The Alberta Government Privacy Help Desk

privacyhelpdesk@gov.ab.ca