

PRIVACY POLICY

for the office of
Dr. Dean Willoughby
110 3215 – 49th Ave
Red Deer, AB T4N 0M8

INTRODUCTION

Privacy of our patient's personal information is an important principle in our office. We are committed to collecting, using, and disclosing your personal information in a responsible manner. This document describes our privacy policy.

DEFINITION OF PERSONAL INFORMATION

Personal information is information about an individual. It includes information that relates to your personal characteristics (e.g. Gender, age, address, phone number, personal health number, health history, health conditions, etc.).

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

COLLECTION AND USE OF PERSONAL INFORMATION

Personal information collected from patients of this practice shall be limited to and required to:

- a) Evaluate your eye health and vision status.
- b) Determine and recommend appropriate treatment or referral.
- c) Communicate with you about the services we provide.
- d) To advise you about your vision care needs.
- e) Provide you with eye care, health, or other product or treatment information.
- f) Process payment and pursue collection of accounts receivable for services and products received from out office.
- g) 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:

- a) Other health care providers.
- b) Insurers or other third party payers you have identified.
- c) Regulatory authorities , where such information may assist in the investigation of a complaint or a review of standards of care.
- d) Our practice's lawyer, accountant, information manager, or other consultants contracted to provide advice or counsel regarding the administration or a management of the practice.
- e) On termination of sale of the practice, 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 the custody of your file, unless you initiate contact as a patient.

The 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 (ie. during regular office hours) and have the right to request corrections to your personal information. This applies to factual information and not 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. Every reasonable effort will be made to ensure that no record remains after destruction.

DO YOU HAVE A QUESTION?

Our privacy policy officer is Dr. Dean Willoughby.

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

Dr. Dean Willoughby
110, 3215 – 49th Ave
Red Deer, AB T4N 0M8

Office phone: 403 356-0025
Office fax: 403 356-0059