

## EAST HANTS CHIROPRACTIC CLINIC

### PRIVATE POLICY

Welcome to East Hants Chiropractic Clinic (“we”, “our”, “us”)!

We are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose and safeguard your personal data and information when you visit either our premises to make use of our services, buy products from us or visit our website at [www.easthantschiropractic.ca](http://www.easthantschiropractic.ca). Please read carefully to understand our views and practices in this regard.

#### **Personal Information**

Personal information means to obtain information about an individual as well as relevant physical or mental health including medical health history provided by the individual when completing our Intake Form.

We ask you for such information to establish a relationship and serve your medical needs. We obtain most of your information directly from you or from other health practitioners whom you have seen and authorised to disclose to us. You are entitled to know how we use your information. We will limit your information we collect to what we require for the purposes of us providing you our services and we will use the information for those purposes only. We will not share or disclose your information to another person or third party, without first obtaining your written consent.

We collect information from you completing our Intake Form either electronically or by written format at the time of your visit to our practice to make use of our services. It may also include information provided by you during the normal course of communication when visiting our practice and communicating with our practice staff.

This information may consist of the following:

- \* Personal identification information – full name, physical address, mailing address, phone number(s), cell number(s), email address(es), next of kin contact details and other personal details.
- \* Health information – full medical/health history, treatment details, medication details, prescriptions.
- \* Payment information – credit card details, electronic bank transfer data, bank cheque details

We use personal information data to enable us to activate an account within our online Practice Management system (PMS) as well as provide you with a portal to book an appointment electronically.

We use the PMS to send electronic notices and reminders about your upcoming appointments.

We use the personal information to send to you electronically our marketing/direct mailing blogs. Such emails can be “opt out” immediately and at any time by unsubscribing or contacting us.

#### **Practice Management System (PMS)**

We operate an online Practice Management System known as *NoTerro* to manage our practice. All data is archived online within PMS system. Further information regarding the private policy of *NoTerro* can be obtained directly from their website ([NoTerro Private Policy](#)).

#### **Documents (paper format)**

We operate a hardcopy filing system for the storing of personal information handwritten forms, medical certificates, notice of referrals from other professionals, orders and prescriptions and any other hardcopy documentation relevant to you. The filing system is located at our practice and archived in metal filing drawer cabinets. Each year, the records are audited and those no longer in use, are transferred to an archiving storage box and stored at the practice in our dedicated storage room. An archive register is maintained.

After 10 years, such documents may be transferred to a certified document destruction company that offers secure shredding services in Atlantic Canada.

### **How We May Use Your Information**

The information we collect is utilised in various ways to ensure we provide you with the best possible service. Primarily, we use your data to offer and manage our services which includes scheduling appointments, delivery treatments and maintaining a strong, personalised relationship with you.

To ensure that payment processes are seamless and secure, your information is also leveraged to facilitate transactions efficiently. Communication is another key aspect where your data plays a role, as it allows us to send you updates about our services including appointment reminders and other relevant notifications.

Furthermore, we are committed to continuously improving your experience on our website. By analysing how you interact with our site, we gain valuable insights that enable us to enhance its functionality and usability.

Finally, your information is also used to ensure our compliance with all applicable laws, regulations and industry standards which is essential for maintaining our commitment to legal and ethical practices.

### **Data Protection and Security**

We take the protection and security of your personal information very seriously. We have implemented a set of security measures designed to safeguard your data and ensure your privacy is always maintained.

One of the key measures we employ is encryption. All sensitive information including personal and financial data that is transmitted between your browser, your handheld device, your computer and our browser, our computer and our payment processing platform is securely encrypted using Secure Socket Layer (SSL) technology. This advanced encryption process ensures that your data is protected from unauthorised access during transmission providing you with peace of mind when interacting with our technologies.

In addition to encryption, we have implemented strict access controls to further protect your personal information. Access to your data is limited to authorised personnel only and we enforce rigorous internal policies and procedures to maintain the confidentiality and integrity of your information. Our team members are trained to handle your data with the utmost care and discretion ensuring that your privacy is respected at every stage.

### **Patient Confidentiality**

We hold the confidentiality of your medical/health information in the highest regard. We understand the sensitive nature of your health data and are dedicated to ensuring that it remains private and secure. To uphold this commitment, we have established strict protocols for the handling and sharing of your medical/health information. Your health data will only be accessed and shared with healthcare providers who are directly involved in your care ensuring that the information is used solely to enhance the quality and effectiveness of your treatment.

We also recognise the importance of managing your own personal information. As such, we will never disclose your health information to any third parties without first obtaining your explicit consent. This means that your data remains under your control and you have the authority to decide who can access it. The only exceptions to this policy occur in circumstances where disclosure is legally required or permitted. In such cases, we will ensure that the information is shared in a manner that is fully compliant with applicable laws and regulations and we will take every possible step to protect your privacy throughout the process. Our unwavering commitment to patient confidentiality is a fundamental aspect of the trust you place in us and we strive to honour that trust by safeguarding your information with the utmost care and respect.

### **Payment Information**

We prioritise the security and confidentiality of your payment information. To ensure that your financial data is protected during transactions, we partner with trusted and secure third-party payment processors. These processors are equipped with advanced security measures to handle your payment information including your credit card details and other related data with the highest level of protection.

When you make a payment through our system, your financial information is encrypted using industry-leading encryption technologies. This means that your credit card details and other sensitive payment data are securely transmitted to our payment processors, minimising the risk of unauthorised access during the transaction process. By employing this method, we ensure that your financial information is shielded from potential threats, giving you peace of mind when making payments for our services.

Furthermore, in line with our commitment to safeguarding your privacy, we do not store your full payment information on our network. By avoiding the storage of this data, we reduce the potential for security breaches and unauthorised access to your financial details. Your payment information remains securely within the domain of our trusted payment processors who adhere to stringent security protocols and regulations to protect your data. This approach reflects our dedication to maintaining the highest standards of data security, ensuring that your payment transactions are conducted safely and securely.

### **Intellectual Property**

We take pride in the content we provide on our website and we are committed to protecting the intellectual property rights associated with it. All materials featured on our website including but not limited to, text, graphics, logos, images and software are the exclusive property of East Hants Chiropractic or our content suppliers. These materials are safeguarded under various intellectual property laws including copyright, trademark and other proprietary rights.

The creation and curation of the content on our website have involved considerable effort and investment and as such, we expect that these materials will be treated with the respect they deserve. We strictly prohibit the unauthorised use, reproduction, distribution or modification of any content from our website. This includes but is not limited to, copying text or images for commercial use, reproducing our logos for personal or professional purposes or distributing our software without our explicit consent.

If you wish to use any content from our website, you must first obtain express written permission from East Hants Chiropractic. Unauthorised use of our intellectual property not only violates our rights but may also result in legal action to protect our interests. We are committed to enforcing our intellectual property rights to the fullest extent permitted by law, ensuring that our content remains secure and that our investment in quality content is protected. We encourage you to respect these rights and to contact us directly if you have any questions or requests regarding the use of our content.

### **Third Party Links**

Our website may include links to third-party websites for your convenience and informational purposes. While we strive to provide links to reputable and relevant sites, it is important to note that East Hants Chiropractic is not responsible for the privacy practices, content or policies of these external websites. Each third-party site operates independently and may have its own privacy policies and terms of use which can differ significantly from our own.

When you click on a link to a third-party website, you will be directed away from our website, and your interactions will then be governed by the privacy policies and practices of that third party. We encourage you to exercise caution and to take the time to read and understand the privacy policies of any external websites you visit. This will help you make informed decisions about the personal information you choose to share and the content you engage with on those sites.

While we aim to link to credible sources, we cannot guarantee the accuracy, reliability or safety of the information provided on third-party websites. Therefore, your use of these sites is at your own risk and we recommend that you review their privacy practices to ensure that they meet your expectations and standards for data protection. Should you have any concerns about the content or privacy practices of a third-party site, we suggest you contact the site owner directly for more information.

### **Changes to this Privacy Policy**

We are committed to maintaining transparency regarding how we protect and handle your personal information. As part of this commitment, we may periodically update this Privacy Policy to reflect changes in our practices, legal requirements or to better serve you. Any updates or modifications to this Privacy Policy will

be promptly posted on this page ensuring that you are always informed about how your information is being used and protected.

In the event of significant changes to this Privacy Policy, we will take additional steps to notify you directly. This may include sending an email notification to the address you have provided or placing a prominent notice on our website. Our goal is to ensure that you are fully aware of any changes that may affect your rights or how your data is managed.

We encourage you to review this Privacy Policy periodically to stay informed about our ongoing efforts to safeguard your privacy. By continuing to use our services or website after any changes have been made, you are agreeing to the revised terms of the Privacy Policy. Should you have any questions or concerns about the changes, we invite you to contact us directly for further clarification.

### **Contact Us**

Should you have any questions, comments, complaints or concerns, please contact us for the attention of the Privacy Officer at : East Hants Chiropractic Clinic, PO Box 68, Shubenacadie, Nova Scotia. Email: [EHCCPrivacyOfficer@gmail.com](mailto:EHCCPrivacyOfficer@gmail.com); Fax: (902) 758 2983.