

**Shoreline Orthodontics ~ Dr. Paul J. Helpard Inc.  
Certified Specialist in Orthodontics**

**Privacy Policy ~ Patients**

**Personal Information Protection Act & Your Personal Information**

As of January 1, 2004, our government has implemented a new *Personal Information Protection Act* to govern the collection, use and disclosure of personal information. Personal information is information that can be used to identify you specifically and can include such details as your name, address, gender, etc. As such, we are advising you of our updated policy regarding the use of your information. Should you have any concerns regarding the accuracy or use of your personal information please contact our Privacy Officer at (250)334-4434, 1530 Cliffe Avenue, Suite 100, Courtenay, BC V9N 2K4

**Why and What Information Do We Collect?**

Our orthodontic office collects personal information about patients to ensure patients receive safe and appropriate orthodontic treatment. Such information includes medical and dental history as well as financial information in order to process patient accounts. Patient information is collected by phone when you initially contact our office, by written form when you complete our medical/dental history form and in person when you attend the office. Also, periodically, our staff will request an update of your information to ensure that our medical records are complete and up to date. Providing that information implies consent to use that information to the furtherance of your orthodontic care by consulting with other care givers (eg. your dentist) and by collecting monies owed for services rendered.

**Release of Personal Information**

In the course of carrying out our business we promise to limit the collection, use and disclosure of your personal information to the appropriate purpose for which it was gathered.

Protection of your personal information against theft, unauthorised access, copying or modification is employed by industry recognised security safeguards. Shoreline Orthodontics requires its service providers (eg-computer techs) to abide by our privacy policy and adopt our security measures.

**In accordance with the 2004 *Personal Information Protection Act* I consent to the following parties having access to medical / dental / financial information regarding my orthodontic treatment: PLEASE PRINT (please fill in what is applicable)**

**RE: (Patient's Name)** \_\_\_\_\_

Mother: \_\_\_\_\_ Father: \_\_\_\_\_

Step-parent(s)/Guardian(s): \_\_\_\_\_

Spouse: \_\_\_\_\_

Physician: \_\_\_\_\_ Dentist: \_\_\_\_\_

Dental Insurance Company: \_\_\_\_\_ Other(s): \_\_\_\_\_

Person To Contact in Emergency (other than parent): \_\_\_\_\_

**I consent to the use of photographs/videos for the purposes of media releases and promotional resources.**

Please circle Yes or No

**College of Dental Surgeons of British Columbia**

On page two of this notice, please note the handout information provided by the College of Dental Surgeons of British Columbia.

**Signed:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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**Privacy Policy ~ Patients**

**Our orthodontic office collects personal information on patients to ensure patients receive safe and appropriate orthodontic treatment. In addition, financial and insurance coverage information may also be collected to facilitate payment for treatment rendered**

**Accountability** (Principle 1) Our orthodontic office is responsible for all personal information under our control, and the policies and practices we employ for handling this information to ensure our office complies with the provincial privacy legislation in force. For more information on our policies or should you have any concerns, please contact our privacy officer whose contact information is listed at the end of this document.

**Identifying Purposes** (Principle 2) Our office collects personal information from patients for the safe and efficient delivery of orthodontic treatment, including information used for payment of dental services. This information includes contact information, medical history, past treatment and billing information, such as insurance status. Patients will be notified if their personal information is to be used for purposes other than those indicated here. In the normal course of business, your information may be viewed by computer and accounting personnel.

**Consent** (Principle 3) As an orthodontic patient, your personal information is requested to ensure safe and appropriate orthodontic care is provided. It will only be collected, used and disclosed for this purpose. Similarly, financial information will also be collected, used and disclosed for the payment of services rendered. On this basis, it is reasonable to conclude that you have provided consent for this purpose

**Limiting Collection** (Principle 4) Personal information collected on patients is limited to providing patient care and receiving payment for these services.

**Limiting Use, Disclosure and Retention** (Principle 5) Personal information will not be used, disclosed or retained for purposes other than those identified above and will only be retained for as long as necessary to fulfill those purposes or as required by law. When it is no longer required, all personal information will be destroyed in a manner that recognizes the sensitivity of the information.

**Accuracy** (Principle 6) To ensure the accuracy of the personal information, our office encourages patients and staff to maintain records that are accurate and up-to-date. Patients can notify staff on their next visit or contact the office immediately if there is a change.

**Safeguards** (Principle 7) Our office will take reasonable steps to ensure the personal information under our control will be protected from unauthorized use and disclosure appropriate to the sensitivity of the information.

**Openness** (Principle 8) Information on our policies and practices are available to patients. Please direct your enquiries to the privacy officer as noted below.

**Individual Access** (Principle 9) An individual can request to view their personal information held by our office by contacting our privacy officer. A patient can challenge the accuracy and completeness of the information and have it amended as appropriate. We will be guided by the relevant section of the *Act* and the directives of the Ministry of Management Services as amended on occasion.

**Challenge Compliance** (Principle 10) Should a patient lodge a complaint regarding our office's compliance with the *Act*, a complaint can be filed with our privacy officer. All complaints will be investigated by the privacy officer who will respond to the complaint. In the event the complainant remains dissatisfied, a formal complaint can be made to the provincial Information and Privacy Commissioner.

**How to contact our Privacy Officer: (250)334-4434 or 1-866-614-4434**