



## Client Privacy Policy

We at Endless Smiles Inc. are committed to protecting the privacy of our clients personal and health information and utilizing all information in a responsible and professional manner. Endless Smiles is responsible for the personal information under our control and we will manage client information in compliance with Alberta's Personal Information and Protection Act (PIPA) and will comply with the Health Information Act (HIA) as required. This policy summarizes what information we collect, use and disclose.

We collect client contact information such as names, home address, work information, telephone numbers and email addresses. Client contact information is collected and used for the following purposes:

- To open and update client files;
- To maintain accurate records of services and treatments;
- To obtain payment from clients for dental hygiene services, to process credit card payments, or to collect unpaid accounts;
- To process claims for payment or reimbursement for third-party health benefits providers and insurance companies;
- To send reminders to clients concerning future appointments or recommended treatment;
- To send clients information regarding our dental hygiene practice.

We collect information directly from you by lawful and fair means. When we make directed individual requests for your relevant health information from a particular organization such as other medical professionals or dental practitioners, we will obtain your consent.

Consent will be given in writing or express oral consent, which may be given over the phone if your identity is authenticated. There may be times where it is reasonable to accept your consent in other way such as express, implied or given through an authorized representative such as a lawyer or guardian.

Financial information is collected in order to make arrangements for the payment of dental services not covered by the clients insurance, unless the services are paid for in full at the time of visit.

We collect information from our clients about their health history, family health history, physical condition and previous dental treatment (collectively referred to as "health information"). Clients'

health information is collected and used for the purpose of diagnosing dental hygiene conditions and providing dental hygiene treatment in a safe manner.

We may disclose your health information to:

- To third-party health benefit providers and insurance companies where the client has submitted a claim for reimbursement of all or part of the cost of dental hygiene treatment or has asked us to submit a claim on their behalf;
- To third-party dental hygienists, dentists and dental specialists, where we are seeking a second opinion and you have consented to us obtaining that second opinion;
- Third-party dental hygienist, dentists or specialists if you, with consent, have been referred to us by them for treatment;
- Third-party dental hygienist, dentists or dental specialists where they have asked us, with your consent, to provide a second opinion;
- Other health care providers, such as physicians if you, with your consent have been referred by us for a second opinion or treatment;
- A family member or caregiver, with your express consent.

Client contact information is disclosed to third-party health benefit providers and insurance companies where the client has submitted a claim for reimbursement of all or part of the cost of dental hygiene treatment or has asked us to submit a claim on their behalf.

Under certain circumstances we will disclose your personal information without your consent:

- When required or authorized to do so by law;
- When the use of the information is necessary to respond to an emergency that threatens life, health or security of an individual or the public;
- When it is necessary to establish or collect our fees; or
- If the information is already publically known.

We will destroy, erase or make anonymous all documents or other records containing personal information as soon as it is reasonable that all information is no longer required. All pertinent documents will be destroyed by an on-site, secure document destruction program developed specifically to deal with regulatory privacy requirements.

In order to protect your health information we will:

- Not collect, use or disclose your information for any purpose other than those we identified to you;
- Only disclose your personal information to those persons who have a need to know your personal information for the purposes stated in this Privacy Policy
- Keep your personal information in as accurate, complete and up to date form as possible;
- Keep your personal information only as long as needed to fulfill the state of purposes or as required by law;
- Keep your personal information physically secure, for example, in locked filing cabinets and in locked and secure offices;
- Maintain technological safeguards such as passwords or encryption for your health information.

You may request access and make changes to your personal information that we have collected. The request must be in writing and directed to our Privacy Officer. We will require you to fill out a request form and we may charge a reasonable fee for retrieval and copying of your personal information. We may deny access to your personal information when:

- Your file contains personal information on a third-party and the information cannot be severed to maintain the privacy of the third-party; and
- Required or authorized by law.

We will respond to your request for access in writing within 30 days and inform you of our decision to allow or deny access or correction and a detailed explanation of reasons why.

We will only use email to send personal or confidential information if you expressly authorized this form of communication and accept the inherent risks associated with this type of communication. We will do our utmost to ensure the email is secure and encrypted.

Review of our privacy policy will be done and updates done in order to ensure our privacy commitment to you and in keeping with current privacy laws.

#### Contact Information

Please contact our Privacy Officer at the address below if you wish to access your personal information or change your consent regarding the manner in which we collect, use or disclose your personal information as outlined in this Privacy Policy, or if you have any questions or concerns on how we have handled your personal information.

Carol Stirton, RDH

Privacy Officer for Endless Smiles Inc.

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