



# PRAIRIE VISION

## — C E N T R E —

### PRIVACY POLICY

Effective April 1, 2013

#### **Introduction**

Privacy of our patients' personal information is an important principle at Prairie Vision Centre. We are committed to collecting, using, and disclosing your personal information in a responsible manner. This document describes our privacy policy.

#### **What is Personal Information?**

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

Your business information, when used for 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 patients of this practice shall be limited to that required to:

- evaluate your eye health and vision status
- determine and recommend appropriate treatment or referral
- communicate with you about the services we provide
- advise you about your vision care needs
- provide you with eyecare, 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, to those you have given your consent, etc.) about your eye health and vision status.

