

The Britannia Clinic®
Privacy Policy & Information Consent Form

We are committed to protecting the privacy of our patients' personal information and to utilizing all personal information in a responsible and professional manner. We will use our professional discretion to protect your privacy, while ensuring that you have the best opportunities for wellness that we can provide. This document summarizes some of the personal information that we collect, use and disclose. In addition to the circumstances in this form, we also collect, use and disclose personal information when permitted or required by law.

We collect information from our patients such as names, home addresses, work addresses, home telephone numbers, work telephone numbers and email addresses (collectively referred to as "Contact Information").

Contact Information is collected and used for the following purposes:

- To open and update patient files
- To invoice patients for chiropractic services, to process credit card payments, or to collect unpaid accounts.
- To process claims for payment or reimbursement from third-party health benefit providers and insurance companies.
- To send reminders to patients concerning the need for further chiropractic examination or treatment.
- To send patients informational material about our office, chiropractic materials and services.
- To follow up with treatment and/or customer service.
- To thank those who have referred you to our practice.

Contact Information is disclosed to third party health benefit providers and insurance companies where the patient has submitted a claim for reimbursement or payment of all or part of the cost of chiropractic treatment or has asked us to submit a claim on the patients' behalf.

Financial information may be collected in order to make arrangements for the payment of chiropractic services.

We collect information from our patients about their health history, their family health history, physical condition and chiropractic treatments (collectively referred to as "Medical Information"). Patients' Medical Information is collected and used for the purpose of diagnosing chiropractic conditions and providing chiropractic treatment.

Patients' Medical Information is disclosed:

- To third party health benefit providers and insurance companies where the patient has submitted a claim for reimbursement or payment of all or part of the cost of chiropractic treatment or has asked us to submit a claim on the patients' behalf.
- To other health care providers where we are seeking a second opinion and the patient has consented to us obtaining the second opinion.
- To other health care providers if the patient, with their consent, has been referred by us to the other provider for either a second opinion or treatment
- To other health care providers where those providers have asked us, with the consent of the patient, to provide a second opinion.
- To confer with other members of the patient's current health care team as needed or required.

Use of Non-Identifying Information for Research Purposes:

Non-identifying patient information may be collected and used for the purposes of current or future research studies.

If we are ever considering selling all or part of our chiropractic practice, qualified potential purchasers may be granted access as part of the due diligence process to patient information in order to verify information important to the potential sale. If this occurs, we will take steps to ensure that the prospective purchaser safeguards all personal information. Chiropractors are regulated by the College of Chiropractors of Alberta which may inspect our records and interview our staff as part of its regulatory activities in the public interest.

I consent to the collection, use and disclosure of my personal information as set out above.

Please indicate any individuals you do NOT wish us to contact: _____

Date

Print Name

Signature



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Canadian Anti-Spam Legislation (CASL)

As a patient of The Britannia Clinic, you may occasionally receive email newsletters and other electronic messages from us to provide you with information that is relevant and of value to you. Canada's anti-spam legislation (CASL), which comes into force on July 1, 2014, requires us to obtain your express consent for us to continue sending you these messages.

You may unsubscribe from The Britannia Clinic's e-communications at any time using the methods outlined below.

Request for Express Consent

Please provide your consent to receive the following electronic communications from The Britannia Clinic:

Check off all that apply:

- I agree to receive a periodic electronic newsletter containing information about The Britannia Clinic, research updates and other announcements. (Sent using Constant Contact, to unsubscribe click the unsubscribe button available on each newsletter.)

- I agree to receive email appointment reminders from The Britannia Clinic. (Sent using ChiroSuite, to unsubscribe, reply to message and indicate your wish to unsubscribe.)

- I agree to receive my personalized misalignment information via email. (Sent using ChiroCorrection, to unsubscribe, reply to message and indicate your wish to unsubscribe).

Date

Print Name

Signature