

Our Privacy Policy

At Bow River Dental Centre we protect the privacy of our patient by:

- collecting only the personal information that is reasonable for our purposes in serving you
- obtaining your consent for how we disclose or share your personal information
- having safeguards in place to protect your personal information at times of collection, use, storage, disclosure, and exchange with others
- sharing your personal information only for the purposes and with those agreed to in a signed consent form, or otherwise permitted by law
- ensuring that any contractors we hire who may have access to your personal information also take steps to protect your personal information
- training our staff and adapting our physical, telephone and electronic environment to protect your personal information
- processing the necessary forms and documentation to protect your personal information
- ensuring the personal information we keep on you is complete, accurate, and up to date
- letting you see and request corrections to the personal information we have on your record
- making our Privacy Officer available to answer your questions and concerns about our Privacy Policy and to deal with written complaints regarding personal information, and
- periodically reviewing implementation of our Privacy Policy to ensure fulfillment of our commitment to your privacy protection while we promote and protect your health

Our Personal Information Procedures

We have appointed a Privacy Officer, Dr. Gurel, as our principal advisor and issues manager regarding personal information protection. On your behalf, our staff are trained in personal information protection, we review our information collection procedures and consent forms on an ongoing basis, and we ensure that any contractors we hire who might have access to your personal information also take steps to protect the privacy of your personal information.

At Bow River Dental Centre, we have a privacy policy in place for patients and employees.

The Personal Information Protection Procedures below tell you how we fulfill the commitment to patients in our Privacy Policy at Bow River Dental Centre.

The Personal Information We Collect and Share

We collect contact information, medical information and financial information about our patients. The reasons we collect this information are outlined in the Consent Form you signed at the time of collection. The information is used and disclosed only for those purposes.

Contact Information is disclosed to third party health benefit providers and insurance companies, with the consent of the patient, where the patient has submitted a claim for reimbursement of payment of all or part of the cost of dental treatment or has requested the dentist to submit a claim on the patient's behalf.

Medical Information is disclosed to third party health benefit providers and insurance companies, with the consent of the patient, where the patient has submitted a claim for reimbursement. Medical Information is disclosed, with the consent of the patient, to other dentists and dental specialists, or other health care professionals such as physicians.

Financial Information is collected for payment processing purposes. It is not shared with third parties without your consent, unless permitted by law for outstanding bill collection purposes.

Storage and Destruction of Personal Information

We are required by legislation and regulation to keep records containing personal information for at least 10 years from your last visit or 10 years after you turn 18 years old.

We destroy personal information in paper records by shredding it. We destroy electronic personal information by deleting it. When discarding hardware, we make sure the hard drive is destroyed.



Protection of Your Personal Information in Our Records

Our records containing your personal information are stored in a secure place.

Our electronic records are stored on hardware that is secure. Passwords are used on all of our computers. We take care to protect screen monitors from public viewing in the office.

Telephone discussions with patients in the office are carried out with sensitivity to protecting personal information.

Electronic information is transferred in secure files, and anonymized wherever possible.

We do not share your personal information outside our office for any marketing, promotional, publicity, educational or research purposes without your consent.

Our staff is trained to handle your information only through protective measures outlined in our privacy procedures.

If we hire consultants or contractors who might have access to any of your information, we take steps to ensure they comply with the privacy of your personal information.

Access to Your Personal Information

You may make a request to look at your personal information by asking the staff. They may refer you to our Privacy Officer. We will attempt to help you understand the reasons we have the information that is in your record.

You may request we consider making changes to your personal information if it is not accurate, incomplete, or not up to date. If you believe there is a mistake in your personal information, you may ask for consideration that it be changed.

If you request a copy of your record, we will provide it in a reasonable time. If we charge you for the cost of copying, we will let you know in advance what the cost will be.

Our Privacy Protection Partnership

Privacy is a value. Privacy protection is a partnership. We hope you will support the culture of privacy protection we have built in our office. We have laid out our commitment to you. Here's how you can help:

- Make sure the personal information you provide us is complete and accurate
- If you have questions or concerns about the purposes for collection, use, disclosure, sharing, storage or destruction of your personal information by us, please bring them to our attention.
- Please complete the required consent forms for our collection, use, storage, disclosure, sharing, and destruction of your personal information.
- If you disclose personal information to another source that may need to share it with us, e.g. your physician, your employer, or your dental health plan carrier, please complete the required consent forms presented by them that affect authorized information exchange.
- Please respect the privacy of other patients in our office when you are here.
- Please respect the privacy of our staff in dealings with our office.
- If you wish to see or change the personal information on your record other than for updating purposes, please make that request to our Privacy Officer.
- If you have concerns or a complaint about our privacy policies or procedures, please contact our Privacy Officer, Dr. Gurel, to discuss the procedure for communicating those to our office. Dr. Gurel can be reached by email at admin@bowriverdental.ca or mail Bay 4, 206 - 5 Avenue Cochrane, AB T4C1X3

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