

# PRIVACY POLICY

## **ACCOUNTABILITY**

As a custodian designated under HIA, Insight Medical Imaging is responsible for protecting personal and health information of individuals handled by the organization as well as their affiliates (employees, contracted individuals and companies) who have access to health information held by them.

It is important to remember that the health care professionals and organization act as gatekeepers of health information have always gathered information about their patients and used it to provide care and manage the public health care system.

Custodians have custody of records when the records are in the possession of the custodian.

HIA guidelines apply to diagnostic, treatment and care information (as well as some registration information contained within) that is involved in collection, use and disclosure.

## **IDENTIFYING PURPOSES, COLLECTION, USE & DISCLOSURE**

Insight Medical Imaging and their affiliates collect, use and disclose the least amount of information necessary and preserve the highest degree of patient anonymity possible to carry out the intended purpose.

## **CONSENT**

As a rule, we may disclose individually identifying health information to the person who is the subject of the information or to persons acting on that subject's behalf.

Appropriate consent is received from individuals when personal information is collected, used and disclosed as part of services provided outside of public health (privately paid for services) or when disclosed to a third party.

## **ACCURACY**

Insight Medical Imaging makes all reasonable efforts to ensure that health information in our custody or control is accurate and complete before using or disclosing that information.

## **PRIVACY IMPACT ASSESSMENTS (PIAS)**

PIAs are prepared and submitted to the Privacy Commissioner whenever our organization wants to change or implement new business practices or information systems involving health information.

## **SAFEGUARDS**

Insight Medical Imaging has taken reasonable steps to maintain administrative, technical and physical safeguards to protect health information.

We ensure that all affiliates know what the safeguards are and that they follow them.

We have established sanctions for affiliates who breach the safeguards created for health information.

## **ACCESS**

We respect that individuals have access to any record that contains health information about that individual that is in our custody or control. We handle these requests according to guidelines provided in HIA.

## **ELECTRONIC HEALTH RECORDS (EHR)**

Insight Medical Imaging manages our health information through electronic record systems, and we allow health information under our custody or control to be made available and shared through the Alberta Electronic Health Record, also known as Alberta Netcare.

## **WEB PRIVACY STATEMENT**

Like most website operators, Insight Medical collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. Insight Medical's purpose in collecting non-personally identifying information is to better understand how Insight Medical's visitors use its website. From time to time, Insight Medical may release non-personally-identifying information in the aggregate, e.g., by publishing a report on trends in the usage of its website.

Insight Medical also collects potentially personally-identifying information like Internet Protocol (IP) addresses for logged in users and for users leaving comments on x-ray.ca blogs/sites. Insight Medical only discloses logged in user and commenter IP addresses under the same circumstances that it uses and discloses personally-identifying information as described below, except that commenter IP addresses and email addresses are visible and disclosed to the administrators of the blog/site where the comment was left.

## **CHALLENGING COMPLIANCE**

Designated Privacy Officer is responsible for investigating and managing all issues related to privacy breaches and reports to the CEO.

Privacy Officer is also the chief liaison between Insight Medical Imaging and the Office of the Information and Privacy Commissioner (OIPC) of Alberta.

Our Privacy Officer can be contacted at [privacyofficer@insightimaging.ca](mailto:privacyofficer@insightimaging.ca).