

Website Privacy Statement

Last Updated: Jun, 2007

Our Commitment To Privacy:

Southlake Regional Health Centre ("Southlake") is committed to maintaining the privacy of its patients and staff and to the protection of their personal information. This "Website Privacy Statement" describes the privacy practices related to Southlake Website and explains what information is collected, how it is used, how it might be shared, what we do to keep it secure and how your personal information can be corrected or changed.

The Information We Collect:

This notice applies to all information collected or submitted on the various pages of the Southlake Website. Types of personal information collected varies, depending on the page in question, but may include your e-mail address, name, home and/or work address, home and/or work telephone number. Demographic information, that is not unique to you, such as your Postal Code, age, gender, preferences and interests, is also collected in a non-identifying or anonymous way.

Information about your computer hardware and software is automatically collected by Southlake Website when you visit the site. This information can include: your IP address, browser type, domain name, access times and referring website addresses. Southlake uses this information to study and improve the operation of our website services.

You are encouraged to review the privacy statements of websites you choose to link to from the Southlake Website so that you can understand how those websites collect, use and share your information.

How We Use Non-Identifying Information Collected:

Aggregate (or "pooled") demographic information may be shared with various departments throughout Southlake. Such information is not linked to personal information that can identify an individual. The information is used for purposes related to website service improvement. For example, if a department's website section is amongst those "most-visited", the department might be notified so that consideration could be given to expanding the range of services provided within their portion of the website.

How We Use Identifying Information Collected on Various Website Pages:

"Feedback" Forms:

Southlake Website has "Feedback" forms related to a number of website pages (e.g. pages pertaining to the hospital foundation, the website itself). "Feedback" forms ask you to provide personal information. This information is temporarily stored in a database. Ultimately, it provides us with the contact information we need to respond to your comments and/or requests.

Patient E-Mail:

Through our Website, Southlake provides an indirect e-mail service for our inpatients. A “form” is completed online and the information/message is placed into the header and body of an e-mail received in the Community Resources Department by the Community Resources Coordinator. A hard copy of the e-mail is placed into a confidential, sealed envelope that is delivered directly to the patient during specified hours. Those sending messages are warned not to send sensitive subject matter since our “Patient E-mail” service does not have the “end-to-end” security of a letter or telephone conversation.

Online Job Application Forms:

The “Careers” page of our Website provides opportunities to apply online for jobs at Southlake. This is done either by attaching a resume to a suitably addressed e-mail or by completing and submitting an online job application. E-mailing an attached resume is accomplished using the sender’s e-mail software and does not offer security above any that might exist for a standard e-mail. Online job application forms collect personal information like name, contact information, qualifications and employment history. This information is then submitted to Southlake in a secure manner. Personal information submitted to Southlake for job application purposes will be confidentially used and retained internally, in accordance with Southlake Human Resources policy, for a period of several months or until positions applied for have been filled.

Surveys:

On occasion, you might be asked to complete an online survey. Participation in such surveys is completely voluntary. Information requested may include contact information such as name and address, and/or less specific demographic information such as postal code or age level. Survey information will be used for purposes of monitoring satisfaction with the Website or for improving its use, or for monitoring satisfaction with and/or improving other Southlake services.

e-Pay Statements:

Through our Website, Southlake offers access to an online, e-Pay Statement service, which is provided for the convenience of Southlake staff. Amongst other things, benefits include:

- reduction of the amount of waiting time until a statement is available for your review;
- accessing and printing your pay stub 24/7 from work, home or from most computers with Internet access;
- electronic pay statements remain available "online" for 13 months.

In order to securely register for this online service, you will use a unique, assigned PIN number. Once registered, you will create your own User ID and password. Your User ID and password are maintained within the e-Pay databases but are known only to yourself. To add to your protection, security features for this service include the collection of information regarding when and from where you accessed the e-Pay Statement Website.

How We Limit Sharing of Information Collected:

As previously noted, aggregate (or “pooled”) demographic information may be shared with various Southlake departments for purposes related to website service

improvement. We reserve the right to do so. Such information is not linked to personal information that can identify an individual.

Southlake Website does not sell, rent or lease personal information about its customers to third parties.

Southlake Website occasionally partners with third parties to provide specific services. We will share names or other contact information as is necessary for the third party to provide services, but only if and when a website user signs up for the services in question.

In addition, Southlake Website may share data with trusted partners to help us perform statistical analysis, send you email or postal mail or provide customer support.

All such third parties are prohibited from using your personal information except to provide services for Southlake or Southlake Website, and they are required to maintain the confidentiality of your information.

Be aware that Southlake Website will disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to defend the rights or property of Southlake or to protect the personal safety of users of Southlake Website, or the public at large.

How To Request a Change to Personal Information in Website Databases:

If your personal information changes such as your postal code, or if you no longer want any previously requested service, the option exists to correct or remove your personal information from our database. If such changes are believed necessary, you may contact the Southlake Website Manager by completing an online feedback form.

How We Keep Your Information Secure:

Southlake secures your personal information from unauthorized access, use or disclosure. Any personally identifiable information you provide is secured on computer servers located in a controlled, secure environment and protected from unauthorized access, use or disclosure. If and when sensitive personal information (such as a credit card number or job application information) is transmitted between this website or other websites, it is protected through the use of strong encryption, such as the Secure Socket Layer (SSL) protocol.

Southlake Website will only retain your data as long as it is useful for its identified or intended purposes.

How to Contact Us Regarding Website Privacy:

If you believe that Southlake Website has not adhered to this Website Statement of Privacy, you may contact the Southlake Website Manager by completing an online feedback form or our Privacy Officer at phone: 905-895-4521 ext. 2321. We will use all reasonable efforts to promptly investigate and, as necessary, remedy the problem.