

## Privacy plan

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### Who's on point?

It is important that someone in your organization be responsible for implementing your privacy plan. In your organization, you indicated that individual is:

**Name/Title:** Tracy Boudreau - Owner Phoenix Acupuncture

**Address:** 1153 Cole Harbour Rd.

**Phone:** 902-536-2377

**Email:** phoenixacupuncture1@outlook.com

We collect personal information from our customers in the regular course of doing business. This policy answers some of your most frequently asked questions, and lets you know exactly how we're protecting the information you entrust to us.

### What personal information do we collect about you?

We collect the following information about you:

- **Name**
- **Address**
- **Postal code**
- **Phone number**
- **Email address**
- **Date of birth/Age**
- **Gender**
- **Payment card number**
- **Payment card expiry date**
- **Purchase history**
- **Product/service preferences**
- **Customer satisfaction info**
- **Opinions about products and services**
- **Interests and hobbies**
- **Health/medical information**

When you visit our web site, we also collect:

- information about your computer, including your IP address, the type of operating system and browser you use, and your computer's location
- what pages you visit on our site and what links you click on
- what other sites you've visited recently

### How we use this information?

The main reasons we collect personal information from you are:

- **Complaints**
- **Customer relationship management (treatment plans)**
- **Customer service**
- **Marketing**
- **To complete a sale/transaction**

If it's a necessary part of any of these transactions, we may disclose your information to another company. For example when we coordinate your health care plan with other providers you have authorized.

## Use of personal information for secondary reasons

We also may use your personal information for other, secondary reasons, including:

- **To complete a sale/transaction**
- **Marketing**
- **Customer service**
- **Customer relationship management**
- **Returns**
- **Complaints**

## Sharing of personal information with third parties

Sometimes, we also share your personal information with other companies, including:

- **Partners**
- **Health Care Provider**
- **Potential Clients (Testimonials)**

We will also disclose your personal information if we are required by law to do so.

## How do we get your consent?

When you provide us with personal information to complete a transaction, book an appointment, we assume you consent to our collecting it and using it for that specific reason only.

If we ask you for personal information for a secondary reason, like marketing, we will either ask you directly for your consent or provide you with an opportunity to say no. Saying no is called "opting out". By opting out, you can tell us not to collect the information and/or not to share it with other companies.

## How do you opt out?

When you fill out a satisfaction survey or testimonial, you provide us with information about your preferences and opinions. At the bottom of the card, there are boxes you can check off if you do not want that information to be used for marketing purposes or to be shared with other companies.

## How do you get more information?

Our staff will be happy to answer any questions you may have about your personal information. If you would like more information about our policies, or you would like to see exactly what personal information we have about you in our records, or you wish to register a complaint, please contact:

**Name/Title:** Tracy Boudreau  
**Address:** 1153 Cole Harbour Rd  
**Phone:** 902-536-2377  
**Email:** phoenixacupuncture@outlook.com

You can also contact the Privacy Commissioner of Canada for assistance between the hours of 8:30 a.m. to 4:30 p.m. est, at:

Toll-free: 1-800-282-1376  
Phone: (819)994-5444  
Fax: (819)994-5424  
TTY:(819)994-6591

or by mail at:

30 Victoria Street  
Gatineau, Quebec  
K1A 1H3

or on the web at:

<http://www.priv.gc.ca>

You can also contact your Provincial or Territorial Privacy Commissioner's office for more information:

## **Provincial and territorial privacy laws and oversight**

- **Nova Scotia**  
[Office of the Information and Privacy Commissioner Nova Scotia](#)

## **How we protect the personal information we collect?**

We limit the personal information collected to what's **reasonable, relevant** and **really needed**, the next step is to make sure we keep that information safe and secure.

Under the law, we are required to use security safeguards to protect the personal information we have from things like unauthorized persons getting access to it for copying, modifying or destroying it. Federal laws also talk about protecting it from loss or theft.

Here's a summary of who uses the personal information collected in our business based on a need to know basis only.

- **In-store customer service representative**
- **Website or IT support**
- **Cashier**
- **Practitioner**

Information about your health or financial situation is always considered sensitive and must be protected with higher safeguards.

We collect the following sensitive or potentially sensitive information:

- **Date of birth/Age**
- **Payment card number**
- **Payment card expiry date**
- **Purchase history**
- **Product/service preferences**
- **Customer satisfaction info**
- **Opinions about products and services**
- **Interests and hobbies**
- **Health/medical information**

We use the following measures to protect your information:

- Transaction systems which truncate ("x" out) payment or credit card numbers on customer receipts to protect the information from identity thieves.

- Locking filing cabinets and restrict who has access to an office.
- Password protected electronic files with encryptions protocols.
- Crosscut shredders for paper destruction
- Magnetically wipe old electronic devices after upgrading
- Review third party privacy policies before sharing information