

## **PRIVACY OF PERSONAL HEALTH INFORMATION**

### **PS-A-015**

#### **PURPOSE**

South-East Regional Health Authority is committed to protecting our patients' personal information and adheres to all legislative requirements with respect to protecting their privacy. SERHA values the trust we have with our patients and recognizes that protecting your personal health information is about quality of care and treating others with respect and compassion.

#### **DEFINITIONS**

*Personal information* is any information that can be used to distinguish, identify or contact a specific party. This information can include an individual's opinions or beliefs, as well as facts about or related to the individual. Exceptions include business contact information and certain publicly available information, such as names, addresses and telephone numbers as published in telephone directories and other public mediums, which are not considered personal information.

#### **POLICY**

South East Regional Health Authority (SERHA) is responsible for personal health information under its control and is committed to a high standard of privacy for their information practices. The hospital has adopted the 10 principles set out in the Protection of Personal Information Act, 2004. (<http://www.gnb.ca/0062/PDF-acts/p-19-1.pdf> )

#### **The 10 Guiding Principles:**

##### **Accountability**

SERHA facilities are responsible for your personal information under its control. The chief executive officer of the facility or his or her designates, are accountable for the public body's compliance with the Protection of Personal Information Act.

## **Identifying Purposes**

SERHA will identify the purposes for which personal information is collected at or before the time of collection. The primary purposes include: patient care, research and statistics, and complying with provincial and federal regulations.

## **Consent**

Our facility requires an individual's consent for the collection, use, or disclosure of personal information, except where not appropriate. Refer to [PC-C-010 Control of Health Information](#).

## **Limiting Collection**

The collection of personal information shall be limited to that which is necessary for the purposes identified by SERHA facilities. Information shall be collected by fair and lawful means. Refer to [PC-C-010 Control of Health Information](#).

## **Limiting Use, Disclosure and Retention**

Personal information shall not be used or disclosed for purposes other than those for which it was collected, except with the consent of the individual or as required by law. Personal information shall be retained in accordance with provincial guidelines.

## **Accuracy**

Personal information will be kept as accurate, complete and up-to-date as is necessary for the purposes for which it is to be used. Documentation guidelines and Professional's Code of Ethics assist in documentation completeness and accuracy.

## **Safeguards**

Security safeguards appropriate to the sensitivity of the information will protect personal information from loss, theft, unauthorized access, disclosure, copying or modification regardless of format.

## **Openness**

All SERHA facilities will readily make available specific information relating to the policies and procedures concerning the management of personal information.

### **Individual Access**

Upon request, an individual shall be informed of the existence, use and disclosure of their personal information and shall be given access to that information, except where inappropriate. An individual may challenge the accuracy and completeness of the information and have it amended. Refer to [PC-C-010 Control of Health Information](#).

### **Challenging Compliance**

An individual may address any issues concerning the compliance of the above principles to the SERHA facility.

### **Your Information, Your Choice**

Patients may access their personal health records, ask questions or voice concerns about their health information by contacting us at:

Health Record Department  
South East Regional Health Authority  
135 MacBeath Ave  
Moncton, New Brunswick E1C 6Z8  
Phone: 506-870-2668  
Fax: 506-857-5499  
Email: [HthInfo@serha.ca](mailto:HthInfo@serha.ca)

Approved by the Information Privacy and Security Committee  
Approved by the Ethics Advisory Committee  
Approved by the Professional Advisory Committee

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