

# Privacy Policy

Muscle & Spine values your privacy and cares about the way your personal information is treated. Muscle & Spine is committed to protecting your personal information. Our privacy policies are in accordance with Ontario's Personal Health Information Protection Act, 2004 (PHIPA) and the federal Personal Information Protection and Electronic Documents Act (PIPEDA).

As a medical clinic, we collect, use and disclose information on a daily basis in order to render our services in order to provide you with the best possible treatment. Your requesting treatment and our agreement to provide that care constitutes a contract. You can, of course, refuse to provide the information, but if you were to do that we would not be able to provide treatment. Confidentiality is important to us.

This Privacy Policy aims to help you understand our personal information collection, use, disclosure and retention practices. By providing personal information to us (whether via our website or client portal, by email, in person or over the phone), you agree to the processing set out in this Privacy Policy.

This Privacy Policy does not apply to, and Muscle & Spine is not responsible for, any third party websites which may be accessible through links from this website. If you follow a link to any of these third-party websites, they will have their own privacy policies and you will need to check these policies before you submit any personal information to such third-party websites.

## Who we are and what we do?

Muscle & Spine is a medical clinic. Unless we notify you otherwise, Muscle & Spine is the "data controller" of your personal information, i.e. the organization who alone or jointly determines the purposes for which, and the manner in which, any personal information is, or is likely to be, processed.

## What personal information do we collect?

We may collect and process different types of personal information in the course of operating our business and providing our services. These include:

- Contact information such as name, home address, email address and telephone number;
- Biographical information such as date of birth, personal health number, occupation and medical history;

- Billing and financial information such as billing address, bank account and payment information;
- Services information such as details of services that you have purchased;
- Website usage and other technical information such as details of visits to our websites or information collected through cookies and other tracking technologies;
- Information provided to us by or on behalf of our clients or generated by us in the course of providing our services;
- Any other personal information provided. Please note that if you provide personal information to us about other people (such as your emergency contact information), you must ensure that you have given those individuals an appropriate notice that you are providing their information to us and have obtained their consent to that disclosure.

We do not knowingly collect information from children or other persons who are under 16 years old.

## How do we use personal information?

We may use personal information in the following ways. In each case, we identify the grounds that we rely on to use your personal information:

- To provide our services and to conduct our business – to administer and perform our services, including to carry out our obligations arising from any agreements entered into between you and us;
- To facilitate use of our websites and to ensure content is relevant – to respond to requests for information or enquiries from visitors to our websites and to ensure that content from our websites is presented in the most effective manner for you and for your device. *Applicable legal grounds:* legitimate interests (to allow us to provide the content and services on the websites), consent, contract performance;
- For marketing and business development purposes – to provide details of new services, legal updates and invitations to seminars and events where an individual has chosen to receive these. *Applicable legal grounds:* legitimate interests, consent;
- For research and development purposes (including from a security perspective) – analysis in order to better understand our clients’ services and marketing requirements and to better understand our business and develop our services and offerings. *Applicable legal grounds:* legitimate interests (to allow us to improve our services);
- For recruitment purposes – to enable us to process applications for employment and to assess your suitability for any position for which an individual may apply at Muscle & Spine. *Applicable legal grounds:*

legitimate interests (to ensure that we can make the most appropriate recruitment decisions for Muscle & Spine), contract performance (in order for us to take steps to enter into a contract with someone who requested it);

- To reorganize or make changes to our business – In the event that we undergo a reorganization (for example if we merge, combine or divest a part of our business), we may need to transfer some or all of personal information to the relevant third party (or its advisors) as part of any due diligence process or transfer to that reorganized entity or third party your personal information for the same purposes as set out in this Privacy Policy or for the purpose of analyzing any proposed reorganization. *Applicable legal grounds:* legitimate interests (in order to allow us to change our business).

## With whom do we share personal information?

Muscle & Spine is a medical clinic and as such, any personal information that we collect may be shared with and processed by other medical clinics within our network. We may also share personal information with certain third parties such as:

- Third-party service providers who provide website, application development, hosting, maintenance, and other services to us. These third parties may have access to, or process personal information as part of providing those services for us. We limit the information provided to these service providers to that which is reasonably necessary for them to perform their functions, and our contracts with them require them to maintain the confidentiality of such information;
- College of Chiropractors of Ontario, which regulates chiropractors. They may inspect our records and interview our staff as a part of their regulatory activities in the public interest. In addition, as professionals, we will report serious misconduct, incompetence or incapacity of other practitioners, whether they belong to other organizations or our own. Also, our organization believes that it should report information suggesting serious illegal behavior to the authorities. External regulators have their own strict privacy obligations;
- Law enforcement and governmental entities when required by law. For greater clarity, we may disclose personal information or other information if required to do so by law or in the good faith belief that such action is necessary to comply with applicable laws, in response to a court order, judicial or other government subpoena or warrant, or to otherwise cooperate with law enforcement or other governmental agencies.

## How long and where do we keep personal information?

We retain our client information for a minimum of ten years after the last contact to enable us to respond to questions from any legal party, (our regulatory College also requires us to retain our client records). If you would like further information regarding the periods for which personal information will be kept, please contact us.

You consent to the transfer of information between other medical facilities on your behalf . Our practices regarding your personal information will at all times continue to be governed by this Privacy Policy and, if applicable, we will comply with the *General Data Protection Regulation* ("GDPR") requirements providing adequate protection

## How do we protect personal information?

We follow generally accepted industry standards to protect the information submitted to us, both during transmission and once we receive it. We maintain appropriate physical, technical and administrative safeguards to protect personal information against accidental or unlawful destruction, accidental loss, unauthorized alteration, unauthorized disclosure or access, misuse, and any other unlawful form of processing of the personal information in our possession. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. We cannot ensure or warrant the security of any information you transmit or provide to us, and you do so at your own risk. We also cannot guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or administrative safeguards. If you believe personal information has been compromised, please contact us.

## What rights does someone have in relation to its personal information?

Under certain circumstances and in accordance with applicable data protection laws, an individual has the following rights:

- Access: entitled to ask if we are processing information and, if we are, request access to personal information. This enables the individual to receive a copy of the personal information we hold and certain other information about him or her;
- Correction: entitled to request that any incomplete or inaccurate personal information we hold be corrected;

- Erasure: entitled to ask us to delete or remove personal information in certain circumstances. There are certain exceptions where we may refuse a request for erasure, for example, where the personal information is required for compliance with law or in connection with claims;
- Restriction: entitled to ask us to suspend the processing of certain personal information, for example to establish its accuracy or the reason for processing it;
- Transfer: request the transfer of certain personal information to another party;
- Objection: one may challenge when we are processing personal information based on a legitimate interest (or those of a third party) or for direct marketing purposes. However, we may be entitled to continue processing information;
- Automated decisions: contest any automated decision made where this has a legal or similar significant effect and ask for it to be reconsidered;
- Consent: where we are processing personal information with consent, withdrawal of consent.

Individuals also have a right to make a complaint with a data protection supervisory authority where you normally reside, where we are based or where an alleged infringement of data protection law has taken place.

To exercise any of these rights, please contact us as set forth in the “How to contact us?” section.

## Cookie Policy

We use cookies and similar tools on our website to improve its performance and enhance your user experience. This Cookie Policy explains how we do that, and applies to all the websites (collectively the “Website”) related to Muscle & Spine.

You may deactivate the use of cookies on the Website at any time, but your user experience will be affected.

### What are cookies?

Cookies are small text files which a website may put on your computer or mobile device when you first visit a site or page. The cookie will help the website, or another website, to recognise your device the next time you visit. We use the term “cookies” in this Cookie Policy to refer to all files that collect information in this way.

There are many functions cookies serve. For example, they can help us to remember your preferences, analyse how well the Website is performing, or even allow us to recommend content we believe will be most relevant to you.

Most cookies will not collect information that identifies you, but will instead collect more general information such as how users arrive at and use the Website.

## What sort of cookies does the website use?

Generally, our cookies perform up to four different functions:

### Essential cookies

Some cookies are essential for the operation of the Website. If you opt to disable these cookies, you will not be able to access or use all of the features that the Website incorporates.

### Performance Cookies

We utilise other cookies to analyse how our visitors use the Website and to monitor performance. This allows us to provide a high quality experience by customising our offering and quickly identifying and fixing any issues that arise. For example, we might use performance cookies to keep track of which pages are most popular, which method of linking between pages is most effective, and to determine why some pages are receiving error messages.

### Functionality Cookies

We use functionality cookies to allow us to remember your preferences, such as your customisation preferences.

### Targeting Cookies

We use targeting cookies in order to be able to deliver targeted content.

## Does anyone else use cookies on the website?

We do use or allow third parties to serve cookies that fall into the three categories above. For example, like many companies, we use third party analytic tools to help us monitor our traffic. We may also use third party cookies to help us with market research, improving site functionality and monitoring compliance with our applicable policies.

More detail on how businesses use cookies generally is available at [www.allaboutcookies.org](http://www.allaboutcookies.org)

## Can you block cookies?

As we have explained above, cookies help you to get the most out of the Website. However, if you do wish to disable cookies then you can do so by amending the settings within your browser or mobile device. Please remember that if you do choose to disable cookies, you may find that certain sections of the website do not work properly.

## How to contact us

For any questions or comments about this Privacy Policy or personal information, to make an access or correction request, to exercise any applicable rights, to make a complaint, or to obtain information about our policies and practices with respect to any service providers outside Canada, our Privacy Officer can be reached by email at [support@muscleandspine.ca](mailto:support@muscleandspine.ca) or by mail using the following contact information:

### **Muscle & Spine**

102-28 Huron St.  
Collingwood, ON  
L9Y 1C4

Phone: 705-3020-0552

E-mail: [support@muscleandspine.ca](mailto:support@muscleandspine.ca)

## Amendments to this Privacy Policy

This Privacy Policy may be amended, including with changes, additions and deletions, from time to time in our sole discretion.

Your continued use of our Site following any amendments indicates that you accept the amendments. You should check this Privacy Policy regularly, prior to providing personal information, to ensure you are aware of any changes, and only proceed to provide personal information if you accept the new Privacy Policy

This Privacy Policy was last updated April, 2021.