

### **WHY A PRIVACY POLICY?**

The Medical Society of Prince Edward Island (MSPEI) values the privacy of its members and has enacted this Privacy Policy to put in writing its current practices and to be transparent about its efforts to respect members' privacy. This policy applies to all personal information (excluding MSPEI employee information and information in the public domain) that has been and will be collected, used and/or disclosed by MSPEI.

### **WHAT DO WE MEAN BY "PERSONAL INFORMATION?"**

"Personal Information" is information about an identifiable individual. It does not include information such as business addresses and business telephone numbers, which can be found in the public domain by accessing publications like telephone or professional directories. Nor does it include personal health information as defined by the Prince Edward Island [Health Information Act](#).

### **WHAT TYPES OF PERSONAL INFORMATION DOES MSPEI COLLECT, USE, RETAIN AND/OR DISCLOSE?**

The Medical Society of Prince Edward Island collects, uses, retains and may disclose Personal Information about its members and about individuals who purchase MSPEI products and services and/or attend MSPEI sponsored events and seminars. The Medical Society of Prince Edward Island may also collect Personal Information about an MSPEI member's family members. The specific information included may vary depending on the applicable benefit, product or service being sought.

The Personal Information collected may include a person's name, home address, telephone number and email address. For members, MSPEI may also collect date of birth, gender and Social Insurance Number. For persons who have attended an event organized by MSPEI or paid annual membership fees, MSPEI may also collect credit card or banking information.

### **FROM WHOM DOES MSPEI RECEIVE PERSONAL INFORMATION?**

The vast majority of the Personal Information MSPEI receives is provided by members when they complete or renew their MSPEI membership application or when they complete an application for one or more of the benefit programs made available by MSPEI.

In addition, MSPEI collects Personal Information directly from other organizations, including but not limited to the College of Physicians and Surgeons of Prince Edward Island; the province's Department of Health and Wellness; Health PEI; the Canadian Medical Association (CMA); and the Canadian Medical Protective Association.

### **WHY DOES MSPEI COLLECT AND USE PERSONAL INFORMATION?**

The Medical Society of Prince Edward Island will collect, use, retain and may disclose Personal Information about members for the following purposes:

1. To determine eligibility for membership;
2. To determine eligibility for the services of MSPEI's preferred third-party suppliers;
3. To provide and to communicate information about MSPEI member benefits and services (e.g., the delivery of publications, advocacy, career placement assistance, etc.);
4. To represent individual physician's interest, financial, contractual and otherwise, through advocacy, negotiations and arbitration;
5. To develop and market products and services tailored to the interests of members and the purchasers of MSPEI products and services;
6. To update the contact information in the MSPEI database;
7. To assist with the maintenance of membership and client contact information;
8. To conduct surveys of the physician population in order to analyze for statistical and resource purposes such issues as the demographics of physician human resources; and
9. To engage members and physicians in MSPEI's policy development process.

## **WHEN AND TO WHOM DOES MSPEI DISCLOSE PERSONAL INFORMATION?**

The Medical Society of Prince Edward Island does not sell Personal Information. The Medical Society of Prince Edward Island does not share, exchange or otherwise disclose Personal Information except as outlined in this Policy, or as required or permitted by law. The Medical Society of Prince Edward Island may disclose Personal Information about members to the College of Physicians and Surgeons, the CMA and its subsidiaries, OMA Insurance and other external partners, and to the provincial Department of Health and Wellness and Health PEI.

In addition, MSPEI may disclose Personal Information to third parties and organizations that have contracted with MSPEI to help us provide products and distribute information on services. For example, MSPEI may outsource the mailing list function for its publications to an organization whose purpose is to distribute the publication on behalf of MSPEI. In such instances, MSPEI takes contractual precautions to ensure that:

- the Personal Information is protected by these third parties at a level comparable to MSPEI's own measures; and
- any further use of the Personal Information is strictly prohibited.

Except for the purposes outlined above, or where required by law, MSPEI will not collect, use or disclose your personal information without your consent. For example, a request from a member or external sources, for the personal information of another member(s) is considered outside the purposes for which personal information is collected and therefore will not be disclosed without the member's consent.

## **WHAT IF YOU OBJECT TO MSPEI'S COLLECTION, USE OR DISCLOSURE OF PERSONAL INFORMATION?**

Subject always to restrictions required by law, you may at any time withdraw your consent to the further collection, use or disclosure of your Personal Information for some or all of the purposes identified in this policy. You need only provide MSPEI with reasonable written notice of your intention and the details of your withdrawal. For instance, if you do not wish to have contact or demographic information shared with external partners, MSPEI will respect your choice. Please note, however, that your objection to disclosure of certain information may mean that MSPEI will be unable to continue to provide you with some products or services.

It is your responsibility to contact MSPEI and/or the CMA to determine how an objection to the collection, use and disclosure of Personal Information might affect the services supplied.

## **ACCURACY OF AND ACCESS TO YOUR PERSONAL INFORMATION**

The Medical Society of Prince Edward Island makes every reasonable effort to ensure the accuracy and currency of your personal information so that the association might fulfill the purpose for which the information was collected in the first place. Please advise us of any changes so we may better meet your needs.

You may challenge the accuracy and completeness of the Personal Information that is maintained by MSPEI. The Medical Society of Prince Edward Island will amend Personal Information when an individual successfully demonstrates inaccuracy or incompleteness.

To streamline your communications with MSPEI, some contact information (such as your address) is updated automatically. You may indicate that you do not wish MSPEI to perform these routine updates.

To access your Personal Information held by MSPEI, please send a written request to the attention of the Membership Coordinator at [admin@mspei.org](mailto:admin@mspei.org). Except when the release of such information is legally prohibited, we will, as soon as practically possible, advise you in writing whether such Personal Information exists and the nature of this information. If MSPEI cannot release the requested Personal Information, we will provide you with the reasons for denying access.

## **HOW SECURE IS YOUR PERSONAL INFORMATION?**

The Medical Society of Prince Edward Island makes every reasonable effort to protect your Personal Information by implementing security safeguards against loss or theft, as well as unauthorized access, disclosure, copying, use or modification. The Medical Society of Prince Edward Island uses physical, organizational and technological measures as methods of protection.

Among the steps taken to protect personal information are:

- premises security;
- restricted access to personal information;
- deploying technological safeguards like security software and firewalls to prevent hacking or unauthorized computer access; and
- internal password and security policies.

### **HOW LONG DOES MSPEI RETAIN PERSONAL INFORMATION?**

The Medical Society of Prince Edward Island keeps Personal Information as long as it is required to fulfill the purposes identified above.

Personal Information will be safely and securely destroyed when:

1. It is no longer required to fulfill the identified purposes;
2. The time necessary to allow an individual to exhaust any legal remedy that is provided for in applicable federal or provincial legislation has elapsed; and
3. It is no longer required under federal or provincial legislation.

### **WHAT IF YOU HAVE A QUESTION OR CONCERN ABOUT THIS PRIVACY POLICY OR MSPEI'S PRIVACY PRACTICES?**

You may address any questions or concerns relating to this Privacy Policy or MSPEI privacy practices to the Communications Manager at [admin@mspei.org](mailto:admin@mspei.org). For more information about your personal privacy rights, you may also review the Privacy Commissioner of Canada's website: [www.priv.gc.ca](http://www.priv.gc.ca).

### **CHANGES TO OUR PRIVACY POLICY**

As part of our regular review of MSPEI policies and procedures, this policy may be changed from time to time.