

Pure Massage & Holistic Therapies Privacy Policy

Introduction

At Pure Massage & Holistic Therapies, we are committed to protecting the privacy of your personal information. We collect, use, and disclose personal data responsibly and only to the extent necessary to provide our services. This document outlines our privacy practices and procedures.

Definition of Personal Information

Personal information refers to data about identifiable individuals, including:

- **Personal Characteristics:** Gender, age, home address, or family status.
- **Health Information:** Health history, medical conditions, or treatments received.
- **Activities and Opinions:** Views expressed or evaluations about an individual.

Business-related information, such as a business address or phone number, is not considered personal and is not protected under privacy legislation.

Who We Are

Pure Massage & Holistic Therapies, located in Kanata, Ontario, provides a range of massage therapy services. Our team consists of Registered Massage Therapists (RMTs) regulated by the College of Massage Therapists of Ontario (CMTO).

Collection of Personal Information

Primary Purposes

We collect personal information primarily to deliver our therapeutic services. This includes assessing your health history, physical condition, and family background to tailor treatments to your needs. We also collect baseline health information to monitor changes over time and ensure ongoing care.

Secondary and Related Purposes

In addition to providing treatment, we collect personal data for purposes such as:

- **Billing:** To process payments or invoice for services.

- **Quality Assurance:** To review client records and staff performance to maintain high service standards.
 - **Regulatory Compliance:** As a regulated clinic, we may share information with the CMTO or other authorities when required.
 - **Third-Party Payments:** Information may be shared with insurers or accident insurance providers to facilitate payment for services.
 - **Retention for Future Inquiries:** Client records are kept for a minimum of 10 years in case of follow-up questions or for legal and regulatory purposes.
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Online Booking: Information We Collect

We do not collect personally identifiable information while browsing our website. However, we may collect technical data, such as the time of visit, browser type, and IP address to improve our site. For online bookings, we gather only the information necessary to provide the requested service.

How We Protect Personal Information

We take multiple steps to safeguard your personal data:

- **Physical Security:** Paper records are kept in locked or restricted areas.
 - **Electronic Security:** Digital data is protected through passwords and stored on secure devices. Any electronic transmission is encrypted or sent through secure lines.
 - **Staff Training:** Our staff is trained to handle personal information appropriately and follow our privacy policy.
 - **Third-Party Agreements:** External consultants or service providers with access to personal data are required to sign privacy agreements.
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Retention and Destruction of Personal Information

We retain personal information for at least 10 years after your last contact to ensure we can respond to inquiries and meet regulatory requirements. Paper records are securely

shredded, and electronic data is deleted, with hard drives physically destroyed when no longer in use.

Your Right to Access

You have the right to request access to the personal information we hold about you, with a few exceptions. We will help you identify and understand the records we have. A nominal fee may apply for access requests.

If you believe there is an error in your information, you can request a correction. If we agree, we will update the records and inform anyone who has received incorrect data. If we do not agree, we will include your statement of dispute in the file and forward it to anyone who received the original information.

Contact Information

For privacy-related inquiries, please contact:

Deborah Coburn & Samantha Hughes

Pure Massage & Holistic Therapies

60 Colchester Square, Unit 7, Kanata, Ontario K2K 2Z9

Email: info@puremassageclinic.com

For more general inquiries, you may also contact the Office of the Privacy Commissioner of Canada.