

Privacy Policy

Updated December 8, 2021

This Privacy Policy is intended to describe how Birchcliff Health Medical Concierge (“Birchcliff Health Concierge”, “BHC”, “Birchcliff Medical Concierge”, “BMC”, “we”, “us” or “our”) operated by Sportiva Health Inc., will collect, use, and disclose your personal information while participating in the BMC program to provide you with personalized medical care services.

Information We Collect and Purpose of Collection

BMC will collect personal information, including health and medical information, from users of our service and their dependents. Information collected includes but is not limited to, legal name, date of birth, address, phone number, email, personal health number, and health and medical information.

This information is collected for the purpose of providing you with personalized and comprehensive medical concierge services. The personal information provided will be used to enhance medical care and provide Medical Concierge services including but not limited to; Acute issue management, specialist referrals, medical liaison and advocacy services, complex case reviews/recommendations, and new consultation attendance in accordance with the Canada Health Act.

Personal information will also be collected to create anonymous statistics to aid in enhancing services offerings and to monitor efficacy of the program. Please note that these statistics are created to not contain any personally identifiable information.

Personal and health information will be collected by BMC in accordance with the Personal Information Protection Act (PIPA) and the Health Information Act (HIA).

How We Collect Your Information

Information is collected through various means. Upon registration, your personal information is used to create a profile on our electronic medical record. Health information may also be collected during this time to ensure your user profile and medical chart is up to date. Health information will also be collected during appointments with the BMC team and stored in the Electronic Medical Record (EMR).

How we Store Your Information

Birchcliff Health Medical Concierge uses Health Information Privacy Act (HIPA) compliant software as a means for data storage and medical communication (exception, Outlook as a non-medical method of communication). There are inherent risks posed by electronic modalities of storage and communication that are managed by those service providers. BMC uses physical, electronic, and administrative measures

to secure your personal information from accidental loss and unauthorized use. All reasonable means to protect the security and confidentiality of your personal information is attempted by BMC, however this information is susceptible to security breaches outside of the control of BMC.

Disclosure of Personal Information

Consent is required to disclose your personal information to your family physician, specialists, or other third-party service and health care providers. We aim to obtain this consent from you at the start of the program during the registration process. Only the information necessary to safely and effectively address your medical issue will be shared. The disclosure of personal health information that is part of your care and management plan, which you have agreed to while enlisting BMC services, in which case the agreed management will constitute implied consent for disclosure to other health professionals or organizations.

Personal information may also be disclosed to comply with any court order, law, or legal process, in accordance with applicable laws.

Access and Changes to your Personal Information

You may request access to your personal health information and records. To do so, please email concierge@birchcliffhealth.com, a member of the BMC team will contact you to review your request. Any changes that are required to your personal information must go through the BMC team and are subject to applicable legal restrictions. Please note, identification may be required before granting access to or changing your personal information.

Contact Us

If you have any questions or concerns regarding the Privacy Policy or if you have questions for our privacy officer, please do not hesitate to contact us. Additionally, if you believe that there has been a breach of security such as the disclosure, theft, or unauthorized use of your username and password (ID) you must notify BMC. If BMC reasonably believes that you are not utilizing these services in any way which is not permitted under this Agreement, BMC reserves the right to immediately suspend access to the services.

Privacy Officer Contact Information

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