

## Lakeside Wellness Software and Service Privacy Policy

### Introduction

This Privacy Policy describes how Lisa Romano-Dwyer d.b.a. Lakeside Wellness Therapy Affiliates (“**Lakeside Wellness**”, “**we**”, “**our**”, or “**us**”) collects, stores, uses, and distributes information when you access and/or use the Lakeside Wellness Therapy Affiliate software application, including when we provide any services or when you purchase, request, or obtain any services from us via any medium or platform, including, but not limited to, from MYWell.pro and/or modernsocialworker.ca (each a “**Service**”) (the foregoing, collectively the “**Software**”).

Lakeside Wellness’ Software is made available to you for the purpose of providing you with information and temporary access to services regarding mental health and wellness and related services.

Lakeside Wellness respects your privacy and is committed to keeping personal information accurate, confidential, and secure. We collect, use, and disclose personal information only with your consent and only for the goods and services that we provide you. We always ask for your permission before we share or use information for a purpose other than to what you have consented. This privacy policy is based on the principles set out in the *Personal Information Protection and Electronic Documents Act* (PIPEDA), the *Ontario Personal Health Information Protection Act* (Ontario PHIPA), and the Canadian Standards Association Model Code for the Protection of Personal Information.

This Privacy Policy describes the principles Lakeside Wellness will use to protect the privacy of personal information in its possession or control, in accordance with the law and Lakeside Wellness’s own policies.

### Definitions

#### *Privacy*

Privacy is an individual’s right to retain control over the collection, use and disclosure of her/his personal information.

#### *Personal Information*

Personal information means identifying information about an individual in oral or recorded form. Any data that has been collected in which all personal identifiers have been removed, such that the information could not reasonably be used to identify the individual, is not considered personal information.

#### *Personal Health Information*

Personal health information means identifying information about an individual in oral or recorded form if the information relates to the physical or mental health of the individual, including information that consists of the medical history of the individual and/or the individual’s family, and is consistent with the definition as set out in relevant privacy and health privacy legislation. Any data that has been collected in which all personal identifiers have been removed, such that the information could not reasonably be used to identify the individual, is not considered personal information.

### *Capacity and Substitute Decision-Making*

An individual is capable of providing us consent to the collection, use or disclosure of personal health information if the individual is able to understand the relevant information and the consequences of giving or withholding consent. Lakeside Wellness presumes the individual is capable, unless there are reasonable grounds to believe that the individual is incapable of consenting.

An individual who is capable may authorize another person to act on her or his behalf. If the individual is incapable, an authorized substitute decision-maker may consent on her or his behalf.

If the individual is deceased, the estate trustee or person who is responsible for administration of the deceased's estate may provide consent. A person who is authorized or required by law to act on behalf of the individual, may provide consent.

### *Substitute Decision-Maker*

A substitute decision-maker, in relation to an individual, means, unless the context requires otherwise, a person who is authorized by law to consent on behalf of the individual to the collection, use or disclosure of personal health information about the individual.

## **Privacy Principles**

### *Accountability*

Lakeside Wellness has established policies and procedures to comply with this Privacy Policy, and has designated a Chief Privacy Officer (CPO) as the contact person who is accountable for our compliance. The CPO's information is contained at the end of this page.

### *Identifying Purposes of Collecting Personal Information*

Lakeside Wellness will identify the purposes for which personal information is collected at or before the time the information is collected. If Lakeside Wellness intends to use personal information for any other purpose, we will seek your consent.

### *How Lakeside Wellness Uses Personal Information*

With your consent, Lakeside Wellness uses your personal information for the purposes of providing you access to, and enabling your participation in, the Services and the Software via your account. When you voluntarily give us your first name, last name, and other names that identify you (including personally-identifying social media usernames or handles), date of birth, your email address, your address, including shipping address and billing address, your telephone number, credit card information (depending on payment method selected), profile photo, professional licensing details, educational background, work experience, and other data or information that has been requested by Lakeside Wellness and that you voluntarily provide to Lakeside Wellness, we use this information solely for providing you access to, and enabling your participation in, the Services and the Software.

If you have opted-in to receive marketing communications from us, we will send you promotional offers from time to time. You may unsubscribe at any time by clicking the unsubscribe link at the bottom of the message. This prevents any promotional emails from being sent to you unless you explicitly request that we re-add you to a promotional list.

### *Obtaining Consent*

Lakeside Wellness will obtain consent before or when we collect, use, or disclose personal information about you, except where otherwise required by law. You can provide consent to the collection, use, and disclosure of personal information about you expressly, implicitly, or through an authorized representative. You can withdraw consent at any time, with certain exceptions.

### *Limiting Collection*

Lakeside Wellness collects personal information only by fair and lawful means. Personal information may include your first name, last name, and other names that identify you (including personally-identifying social media usernames or handles), date of birth, your email address, your address, including shipping address and billing address, your telephone number, credit card information (depending on payment method selected), profile photo, professional licensing details, educational background, work experience, and other data or information that has been requested by Lakeside Wellness and that you voluntarily provide to Lakeside Wellness. Personal health information may include medical notes, health concerns and complaints, medications, medication administration details, lab test results, diagnoses, personal and family health history, allergies, stress levels, daily habits and patterns, sleep habits and patterns, nutrition habits and patterns, and other personal health information that has been requested by Lakeside Wellness and that you voluntarily provide to Lakeside Wellness.

When you access or request access to Lakeside Wellness's Software or any Services, and when we provide any Services or when you request or obtain any Services, you agree and understand that the collection of personal information is only for providing you with those Services, for providing you access to and enabling your participation in the Software and the Services, and for record-keeping purposes.

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

Lakeside Wellness will use personal information only for the reasons it was collected, unless an individual gives consent to use or disclose it for another reason. Lakeside Wellness will keep personal information only as long as necessary for the identified purposes. If required, Lakeside Wellness may share personal information with our affiliates and service providers who may be involved in delivering Lakeside Wellness's services, providing customer support, and conducting customer research or satisfaction surveys. These service providers are obligated to protect personal information, and they are only given the information necessary to perform their designated functions. Lakeside Wellness does not authorize any service providers to use or disclose personal information for their own marketing or other purposes; however, they may collect information that they do not share with us in accordance with their own privacy policies. These service providers include:

- Moneris, a payment processing software and point of sale (POS) system, owned by Moneris Solutions Corporation, whose privacy policy can be found [here](https://www.moneris.com/en/Legal/Privacy-Notice) or at <https://www.moneris.com/en/Legal/Privacy-Notice>.

We may also share personal information with our financial, insurance, legal, accounting or other advisors that provide such professional services to us.

Personal information may be processed and/or stored outside of Canada. While we undertake measures to protect personal information, when it is stored and/or processed in other jurisdictions, the laws of other countries may not provide the degree of protection for personal information that

is available in Canada. If personal information is transferred outside of Canada, it may be available to the foreign government of the country in which the information or entity controlling it is situated under a lawful order made in that country and used for purposes other than those described herein. By providing us with your information, you are allowing this personal information to be transferred outside of Canada.

### *Maintaining Accuracy*

Lakeside Wellness will keep the personal information in its possession or control accurate, complete, current and relevant, based on the most recent information available to Lakeside Wellness. You are responsible for notifying Lakeside Wellness about the accuracy and completeness of your personal information and may have it amended as appropriate.

### *Safeguards*

The safety and privacy of personal information is our top priority. Personal information will be protected by security safeguards appropriate to the nature and format of the information being stored. We strive to protect personal information from theft, loss, and unauthorized access, copying, modification, use, disclosure and disposal. We conduct audits and complete investigations to monitor and manage our privacy compliance. We ensure that all of our officers (as applicable), directors (as applicable), employees and agents protect your privacy and only use personal information for the purposes to which you have consented.

### *Openness about Policies and Procedures*

We will readily make available specific information about our policies and practices related to the management of personal information. Individuals will have access to this information through this Privacy Policy or by contacting our Chief Privacy Officer. The information will be available in a format that is easy to understand.

### *Providing Individual Access*

Except as restricted by law, upon written request by the individual or substitute decision maker, an individual will be informed of the existence, use and disclosure of her or his personal information and will be given access to that information. An individual will be able to challenge the accuracy and completeness of the information and may request to have it amended.

### *Questions and Compliance*

We would be happy to answer any questions that you may have about your personal information, our privacy protection practices, or this Privacy Policy. You may contact us as follows:

Lisa Romano-Dwyer  
Chief Privacy Officer  
Lakeside Wellness Therapy Affiliates  
1755 Queen St. East  
Toronto, ON  
M4L 3Y4  
Canada

E-mail: [lakesidewellnesstherapy@gmail.com](mailto:lakesidewellnesstherapy@gmail.com)

Phone: 416-951-8280

You also have the right to complain to the Privacy Commissioner of Canada if you think we have violated your rights. If you are not satisfied with the resolution that we have provided, the Commissioner can be reached as follows:

Office of the Privacy Commissioner of Canada  
30 Victoria Street  
Gatineau, Quebec  
K1A 1H3  
Canada

Toll-free: 1-800-282-1376  
Phone: (819) 994-5444  
Fax: (819) 994-5424  
TTY: (819) 994-6591

The Privacy Commissioner's Software is <http://www.priv.gc.ca>.

### **Amendments to this Privacy Policy**

In order to ensure that this Privacy Policy is kept up to date, we reserve the right to change this Privacy Policy from time to time. Any changes will be effective 30 days following Lakeside Wellness providing you with notice. Notice of changes to the Privacy Policy may be distributed through Lakeside Wellness newsletters or posted on the Lakeside Wellness Software or any Services. Your continued use or access of the Software or the Services after the effective date signifies your acceptance of and agreement to any changes. Please check this page regularly. The date last updated will be posted at the top or bottom of this page.

**Posted: [DATE, i.e. the initial posted date]**

**Last Updated: [DATE; you may wish to also very briefly describe the amendment, e.g. if a new third party service provider is being used in connection with your business]**

**Effective Date: [DATE + 30 DAYS, i.e. after the initial posted date or latest amendment]**