



DATA PRIVACY STATEMENT

This statement describes how your personal information may be used and disclosed and how you can get access to this information. Please review it carefully.

Our Service

The Hospital is committed to providing quality health and related services to you and this policy outlines our ongoing obligations to you in respect of how we manage your personal information.

In order to ensure the safety and confidentiality of your personal data, the Hospital has developed a Privacy Policy that aims to ensure that all appropriate standards for personal information protection in compliance with Republic Act No. 10173 (or the Data Privacy Act of 2012 or "DPA"), its implementing rules and regulations and other applicable and related laws and regulations, including the issuances of the National Privacy Commission (collectively, the "Privacy Laws") are put in place and implemented efficiently and effectively.

This Privacy Notice seeks to notify and inform you of our policies regarding the collection, use and disclosure of personal information we receive from our patients, customers, and/or users of this site.

How and when we collect your Personal Information

Your Personal Information may be obtained in many ways including through interviews, from application forms, correspondences, by telephone and facsimile, e-mail or via our portal, as well as from third parties, including your caregiver, relative, assistant, or any duly authorized representative. However, most of the Personal Information we have are those that you have given us yourself and those which the Hospital may have obtained in the course of your care or treatment in the Hospital.

Your Personal Information under this Notice

The specific Personal Information that we will obtain from you will include (but is not necessarily limited to) the following: your home/office address, contact details, e-mail address, race, ethnic origin, age (including birthdate), your health information (including medical information, biometrics [such as height and weight], biological information [such as blood type], medication, genetic information [including family medical history] or sexual life), religion, Philhealth number, Social Security System number, Government Service Insurance System number, and insurance details.

Why we collect your Personal Information

- a. To provide services.

When you avail of the services of the Hospital, the Hospital and your healthcare provider collect and process your personal and health information primarily to provide medical services (including, without limitation, the diagnosis of your condition and the recommendation of a course of treatment). We also provide information to our healthcare providers, partners, and service providers for the same purpose. For example, we will share your Personal Information:

- i. To physicians practicing in the Hospital or to healthcare providers providing outsourced services to the hospital, or
- ii. Specifically, your imaging or radiology results, to radiologists, physicians, or other relevant healthcare provider, through the Hospital's VNA or PACS platform, as the case may be, for interpretation, or
- iii. Specifically, your laboratory results, to pathologists, physicians, or other relevant healthcare provider, through the Hospital's centralized or localized Laboratory Information System, as the case may be, for interpretation, or
- iv. To such other affiliated clinics, healthcare providers, medical practitioners, or hospitals in the event of referral to other institutions, provided that such sharing will only be pursued upon receipt of your consent to such referral.



St. Elizabeth Hospital, Inc.

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Website: www.sehi.ph Email: contact@sehi.ph

When you file a specific complaint or ask specific questions, we process your personal data to address your concerns and/or answer your questions.

b. For benefits, payments and claims.

We may process your personal information for purposes of billing and payment for medical and other related services rendered. The billing may be collected from you, your insurance company, Philippine Health Insurance Corporation, your company or any third party. For this purpose, we may have to disclose to your insurer, company, PHIC, or other third-party, the nature and type of your treatment and other related information that will be required for settlement.

c. For our business operations.

Your Personal Information will be processed as part of the operations of the Hospital. This includes our general business management operations, quality control and assessment, employee and/or staff evaluation, training of medical students and residents and financial performance reporting. Examples of these include the calling of your name either verbally or through a prompter in a queue, our internal evaluation of employee or medical staff performance, contacting you personally for appointments or follow-ups, or preparation of statistical data pertaining to the operations of the hospital for quality assurance and financial reporting.

d. For marketing, quality, historical, statistical, and/or scientific purposes.

The Hospital may use your personal information for marketing and customer relationship management purposes to, among others, improve our services and tailor our marketing information to include services and products that you may be interested in. Please note that you have the right to opt out of your data being used in this way.

The Hospital may use your personal information to improve the quality of their processes, including, by standardizing all personal information you may have provided to the Hospital. In this respect, the Hospital may share your personal information to its affiliates and third-party service providers to the extent necessary to undertake said quality improvement initiative through the standardization of the Hospital's data. Please note that you have the right to opt out of your data being used in this way.

Your healthcare provider may likewise use your personal information for marketing and scientific research purposes; and the Hospital may give medical students and residents access to your personal information as part of our training programs.

e. To comply with applicable law.

The Hospital may share your personal information to government authorities such as the Department of Health, Philippine Health Insurance Corporation, and the Department of Interior and Local Government in certain instances.

f. Other uses and disclosures of your Personal Information

Outside of the purposes stated above, other uses and disclosures of your Personal Information will be made only with your express authorization, unless we are otherwise permitted or required by law as described below.

Your Personal Information may be used and disclosed by the Hospital in the following circumstances listed below.

- i. Access to patient directory by your visitors.
- ii. Other people involved in, or interested in your healthcare, such as your family members, loved ones or any other person you identify as being involved in your healthcare. In case



you are not capable of agreeing or objecting to such disclosure, we will use our judgment in determining whether the use or disclosure is in your best interest.

Except in case of an emergency or when otherwise permitted or required by law, we will inform you of our intended action prior to making such use or disclosure and will, at that time, offer you the opportunity to object. If you are not present or able to agree or object, we will use our judgment in determining whether the use or disclosure is in your best interest.

On the other hand, we may also use or disclose your Personal Information without your consent or authorization when such use or disclosure is required by law. This includes the disclosure of your Personal Information pursuant to an order of a court or tribunal, or when such disclosure is required under existing laws and regulations.

Who has access to your Personal Information

The following will have access to your Personal Information for the purposes stated above:

- a. Healthcare professionals, including, without limitation, the members of the Hospital's medical staff, nurses, caregivers and other healthcare providers, either pursuant to an employment contract or any other arrangement. They will have access to your Personal Information either because they are authorized to enter information to your medical records, review or update the same.
- b. All departments and units in the Hospital who will need your personal information in the performance of their functions. For example, certain treatments or procedures require that your Personal Information be shared across different departments of the Hospital.
- c. Any member of a volunteer group, religious or charitable/ non-profit organization who are allowed to provide assistance in the Hospital. This includes priests, pastors or heads of other religious organizations who provide religious rites to patients or the deceased.
- d. All of our employees, staff or personnel who may need access to your information in the performance of their duties. For example, our employees will access your Personal Information in order to prepare your billing statement, or your medical information will be needed for your dietary needs during your confinement.
- e. All entities operating within the premises of the Hospital, including, but not limited to third-party service providers for dietary, security, housekeeping and other auxiliary services. The Hospital may share your Personal Information with these entities for the purposes stated above.
- f. Subject to your consent, other third-parties whom the Hospital may contract to undertake its quality improvement initiatives (i.e. for process and data standardization), but only to the extent necessary to carry out said initiatives.

Your rights to your Personal Information

You are afforded certain rights under the Privacy Laws, particularly the Data Privacy Act of 2012. We would like to ensure that we have your consent to continue to collect, use and disclose your Personal Information for the purposes identified in this Notice. You have the right to be informed of these specific rights, to object to the processing of your Personal Information, to access, update and correct the same and to withdraw your consent and/or edit your consent preferences at any time.

If you wish to have access to your Personal Information in our records, or you think that it is incomplete, not up-to-date or otherwise inaccurate, or have any queries or complaints about our Privacy Notice, you may get in touch with our Data Protection Officer through the contact details provided below.

Your rights to your Personal Information are provided in Section 34 of the DPA which you may access here <https://privacy.gov.ph/data-privacy-act>.



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How we protect your personal information

The Hospital strictly enforces its Privacy policies and use commercially reasonable efforts to employ administrative, technical, organizational and physical security measures that are designed to protect your personal information from unauthorized access, use, alteration and disclosure. We also take steps to ensure that our agents, affiliates, subsidiaries, business partners and other third-party service providers that have access to your personal information take steps to protect the same.

Retention of your personal information

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to dispose or discard your Personal Information in a secure manner that would prevent further processing, unauthorized access, or disclosure to any other party or the public, or prejudice your rights as a data subject. However, most of the personal information is or will be stored in files which will be kept by us for the minimum period provided under existing laws and regulations.

How to access your personal information

You may access your Personal Information and to update and/or correct it, subject to certain exceptions. If you wish to access the same, please contact us in writing and we will respond within a reasonable time. Please take note that our ability to respond to your request may also depend on the circumstances regarding our collection of your Personal Information.

We will not charge any fee for your access request, but may charge a reasonable administrative fee for providing a copy of your Personal Information.

We may be restricted by law or regulations from giving you access to your personal information.

Certification

You certify that all information you provided for yourself and/or your dependents are true, complete and accurate.

Changes to this Privacy Notice

From time to time, we may change or update our Privacy Notice and practices to comply with government and regulatory requirements, to adapt to new technologies and protocols, to align with industry practices or for other legitimate purposes.

You will be provided notice if these changes are significant and, if we are required by law, we will take steps to obtain your updated consent.

Inquiries

If you have any questions about this Notice, you may contact our Data Protection Officer as per below:

Name: Cherry Lyn M. Ogena

Office Address: JCVMAT 10th Floor, National Highway cor. Santiago Blvd. General Santos City

Email Address: dpo@sehi.ph

Contact Number: 553-3162 / (+63) 9190719035