

WEBSITE PRIVACY POLICY

Dr. G. Pagdin Inc., operating as Pagdin Health

Version	2.0
Revision date	August 5, 2026
Effective date	August 5, 2026
Next scheduled review	August 5, 2027, or earlier if website practices or service providers change

1. Purpose and scope

This policy explains how Pagdin Health collects, uses, discloses, protects and retains personal information through pagdinhealth.com and related website communications. It applies to website visitors, people who submit consultation or contact forms, newsletter subscribers, and users of website-enabled communication or booking features.

This website policy supplements, and does not replace, privacy notices and consent forms used for patient care, clinical records, billing, employment or other offline activities.

2. Organization and privacy contact

Dr. G. Pagdin Inc., operating as Pagdin Health, is responsible for personal information under its control.

- Website: <https://pagdinhealth.com>
- Privacy inquiries, access requests and complaints: info@pagdinhealth.com
- Telephone: 250-717-3200
- Mail or in person: #1-1131 Lawson Avenue, Kelowna, BC V1Y 6T8

Pagdin Health will designate a privacy officer or accountable senior leader to receive privacy questions and complaints. Requests sent to the contact above will be routed to that person.

3. Personal information we collect

Depending on how you use the website, we may collect the following information:

- Contact information, such as name, email address, telephone number and mailing address.
- Consultation information, such as the service or treatment you are interested in, the issue you describe, and any optional message you provide.
- Registration and administrative information that you choose to provide, which may include date of birth, provincial medical plan number, family physician, allergies, emergency contact, communication preferences and appointment information.
- Communication information, including email, telephone and text-message interactions, appointment requests and newsletter preferences.
- Technical and usage information, such as IP address, browser and device information, pages viewed, referring pages, interaction events, approximate location derived from IP address, cookie or similar identifiers, and security or spam-prevention signals.

- Limited transaction or billing information received from a payment provider when online payment functionality is used. Full payment-card details are handled by the payment provider rather than stored through the public website form.

Sensitive and health information

Some website submissions may reveal health information or other sensitive personal information. For example, the consultation form asks about treatment interests and allows a person to describe a health issue. Registration materials may also request medical identifiers, allergies or other health-related information. Pagdin Health treats this information as sensitive and applies safeguards appropriate to its sensitivity.

Please do not use a general website form or ordinary email for urgent matters or to provide more health information than is reasonably necessary. Contact the clinic by telephone for time-sensitive concerns. Call 911 or seek emergency care for an emergency.

4. How we collect information

- Directly from you when you complete a consultation, contact, registration or newsletter form; communicate with the clinic; request an appointment; or use a website-enabled service.
- Automatically through cookies, pixels, analytics tags, server logs, security tools and similar technologies when you browse or interact with the website.
- From service providers that support website hosting, forms, communications, analytics, security, maps, scheduling or payments.

5. Why we use personal information

We use personal information only for identified and reasonable purposes, including to:

- respond to inquiries and consultation requests;
- assess the appropriate clinic contact or service pathway and arrange appointments;
- communicate by telephone, email or text when authorized or reasonably expected;
- provide requested services and maintain related administrative records;
- send newsletters or promotional communications where consent has been provided, with an unsubscribe option;
- operate, secure, troubleshoot and improve the website and its forms;
- understand website use and measure communications or advertising performance; and
- meet legal, regulatory, professional, accounting, security and recordkeeping obligations.

Website analytics and advertising information is not used to make automated clinical decisions. Clinical decisions are made by qualified health professionals using appropriate information and professional judgment.

6. Consent and choices

Pagdin Health obtains consent where required and considers the sensitivity of the information and the reasonable expectations of the individual. Express consent may be requested when sensitive information is collected, when information will be used for a new purpose, or when the use or disclosure is not necessary to provide the requested service.

- You may choose not to provide optional information, although this may limit our ability to respond or provide a requested feature.
- You may unsubscribe from marketing email using the unsubscribe mechanism or by contacting us.
- You may adjust browser settings and, where offered, website cookie controls. Blocking some technologies may affect website functionality.

- You may withdraw consent, subject to legal, contractual, professional and record-retention restrictions and reasonable notice.

7. Cookies, analytics and similar technologies

The website uses cookies and similar technologies for essential operation, form security, communications, analytics and advertising measurement. These technologies may recognize a browser or device and may transmit technical or interaction information to Pagdin Health or its service providers.

The technologies observed on the website at the revision date include:

- WordPress and WS Form Pro for website content and form submissions;
- Cloudflare services, including security, performance measurement and Turnstile anti-bot checks;
- Google Analytics/Google Tag Manager for usage measurement and Google Maps for embedded location information;
- Meta Pixel/Facebook technologies for advertising measurement; and
- Weave website and text-connect tools for communications and related appointment-contact functions.

The available technologies may change. Pagdin Health will review this policy and any consent mechanism before materially changing website tracking or adding a service provider that changes how personal information is handled.

8. Service providers and disclosures

Pagdin Health may give service providers access to personal information only as reasonably necessary for them to provide contracted services. Provider categories may include website hosting and administration, form processing, security and anti-spam, communications and appointment tools, analytics, maps, email or newsletter delivery, and payment processing.

We may also disclose personal information with consent, to health professionals or other recipients you direct us to contact, to protect safety or legal rights, to investigate security incidents, or where disclosure is permitted or required by law. We do not sell personal information.

Some service providers may process information outside British Columbia or Canada, including in the United States or other jurisdictions. Information processed elsewhere may be subject to the laws and lawful-access requirements of that jurisdiction.

9. Retention

Pagdin Health retains personal information only as long as reasonably necessary for the identified purpose and to meet legal, professional, security, accounting and recordkeeping requirements. Retention periods vary by record type. Consultation inquiries that become part of a care relationship may be retained with the applicable patient or administrative record. Information that is no longer required is securely deleted, destroyed or anonymized in accordance with applicable retention practices.

10. Safeguards

Pagdin Health uses administrative, technical and physical safeguards appropriate to the sensitivity of the information. Measures may include role-based access, confidentiality obligations, staff training, access controls, security monitoring, protected systems, service-provider oversight, secure disposal and incident-response procedures. No internet transmission or storage system can be guaranteed to be completely secure.

11. Access, correction and privacy complaints

You may ask for access to personal information Pagdin Health holds about you, request correction of inaccurate information, ask questions about our practices, or make a privacy complaint. Some information may be withheld where an exception applies. We may need to verify your identity before responding.

- Email: info@pagdinhealth.com
- Telephone: 250-717-3200

If a concern is not resolved, you may contact the Office of the Information and Privacy Commissioner for British Columbia. Depending on the activity and applicable law, the Office of the Privacy Commissioner of Canada may also provide information or accept a complaint.

12. Children and minors

The public website is not designed to collect personal information directly from children under 13 without involvement of a parent or guardian. Health services for minors are handled using consent and capacity processes appropriate to the circumstances and applicable law. If you believe a child has submitted personal information through the website inappropriately, contact us.

13. External links and embedded content

The website may include links to, or embedded content from, third-party websites and services. Those third parties operate under their own terms and privacy practices. Review their privacy notices before providing information to them.

14. Changes to this policy

Pagdin Health may update this policy when website forms, technologies, service providers or legal requirements change. The revision date at the beginning of the policy identifies the current version. Material changes will be highlighted or otherwise communicated when appropriate, and consent will be obtained where required.

15. Applicable privacy framework and review basis

This policy is intended to support compliance with British Columbia's Personal Information Protection Act (PIPA) and, where applicable, Canada's Personal Information Protection and Electronic Documents Act (PIPEDA). It was revised after an operational review of the live website's forms and third-party technologies and a review of current guidance from the privacy regulators listed below. The policy should be reviewed by Pagdin Health's designated privacy lead and qualified Canadian privacy counsel whenever website practices materially change.

Office of the Information and Privacy Commissioner for British Columbia - private organizations: <https://www.oipc.bc.ca/for-private-organizations/>

Office of the Privacy Commissioner of Canada - accountability: https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/p_principle/principles/p_accountability/

Office of the Privacy Commissioner of Canada - consent: https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/p_principle/principles/p_consent/