



ELEMENTS MASSAGE TOTOWA PRIVACY POLICY

Privacy and security of personal information is an important to Elements Massage in Totowa. We are committed to collecting, using and disclosing personal information responsibly and only to the extent necessary for the goods and services we provide and as required by law. This document describes our privacy policy and is posted on our website and available in the studio on request. By using our services, each client consents to the use of his or her personal information consistent with this policy. We may amend and/or update the policy as required by law and as we believe appropriate, and expect updated versions to be posted online.

WHAT IS PERSONAL INFORMATION?

Personal information is information about identifiable individuals. Personal information includes information that relates to:

- An individual's personal characteristics (e.g., gender, age, home address or telephone number, family status).
- Health (e.g., health history, health conditions, health services received).
- Activities and views (e.g., opinions expressed by an individual, an opinion or evaluation of an individual).

WHO WE ARE

Elements Massage studio located in Totowa, New Jersey, that offers various massage therapy services to the general public. We are staffed by licensed massage therapists.

WE COLLECT PERSONAL INFORMATION: PRIMARY PURPOSES

Like similar medical professions, we collect, use and disclose personal information in order to serve our clients. For our clients, the primary purpose for collecting personal information is to provide treatment. For example, we collect information about a client's health history, including their family history, physical condition, function and social situation in order to help us assess their needs, to advise them of their options and then to provide the massage therapy they choose to have. A second primary purpose is to obtain a baseline of health and social information so that in providing ongoing health services we can identify changes that occur over time.

WE COLLECT PERSONAL INFORMATION: RELATED AND SECONDARY PURPOSES

Like most organizations, we also collect, use and disclose information for purposes related, or secondary, to our primary purposes. The most common examples of our related and secondary purposes are as follows:

- To invoice clients for goods or services, process credit card payments or collect unpaid accounts.

- Our studio reviews clients and other files for the purpose of ensuring that we provide high quality services, including assessing the performance of our staff. In addition, external service providers and business associates (e.g., point of sale system and data storage providers) may store personal data, do audits and continuing quality improvement reviews of our studio (including reviewing client files and interviewing our staff). We have agreements in place with these service providers and business associates that we believe are designed to secure and protect personal information.
- Licensed massage therapists are regulated by the New Jersey Board of Massage and Bodywork Therapy ("BMBT"), which is part of the Division of Consumer Affairs in the State of New Jersey. The BMBT may inspect our records and interview our staff as a part of their regulatory activities in the public interest. External regulators like the BMBT have their own privacy obligations (which are available on its website).
- We may share personal information about a client with other health service providers (e.g., medical doctors and chiropractors) with whom the client has a relationship. Generally, these other health service providers will have their own privacy policies in place for the client's protection.
- Elements Massage Totowa believes that it should report information suggesting serious illegal behavior to the authorities. In addition, as professionals, we may report serious misconduct, incompetence or incapacity of other practitioners, whether they belong to other organizations or our own. These reports may include personal information about our clients, or other individuals, to support the concern.
- We may become subject to various legal processes (e.g., subpoenas, law enforcement, administrative) and may disclose personal information to the extent we believe such disclosure is required by law.
- Unless a client directs us otherwise in writing, we will use our judgment in communicating personal information to a client's family members and others involved in the client's care or payment for care. We may also notify such persons about a client's location and condition in the event of an emergency or upon inquiry.
- We may consult with other professionals (e.g., lawyers and accountants) on matters which concern personal information. These other professionals generally adhere to their own privacy policies which, we believe, are designed to safeguard this information.
- In the event that a third party pays for the services we provide to a client (e.g., health insurance and employers), the third party may have the client's consent or legal right to direct us to collect and disclose to them certain information in order to demonstrate client's entitlement to this funding.

Clients or other individuals with whom we deal may have questions about our goods or services after they have been received. We retain our client information for a mandatory minimum in New Jersey of seven years after the last contact to enable us to respond to those questions and provide these services.

BOOKING ONLINE: WHAT INFORMATION DO WE COLLECT?

- We do not collect any Personally Identifiable Information when browsing our site. We may, however, collect information such as time of day, browser type and IP address. This information is used to make improvements on our site and enhance the user experience. For more information, please see the privacy policy link at the bottom of our website.
- When you book an appointment online, we collect personal information necessary to provide you with the service you have requested.

PROTECTING PERSONAL INFORMATION

We understand the importance of protecting personal information. For that reason, we have taken the following steps:

- Paper information is under supervision in a restricted area and is securely destroyed after it has been stored electronically.
- Electronic hardware is either under supervision or secure in a locked or restricted area at all times. In addition, passwords are used on computers.
- Service providers and business associates (e.g., point of sale system and data storage providers) have procedures in place that we believe are designed to protect and secure personal information.
- Our staff is trained to collect, use and disclose personal information only as necessary to fulfill their duties and in accordance with our privacy policy.
- External consultants and agencies with access to personal information generally enter into privacy agreements with us and/or have their own legal privacy requirements.

RETENTION AND DESTRUCTION OF PERSONAL INFORMATION

We need to retain personal information for some time to ensure that we can answer any question the client may have about the services provided and for our own accountability to external regulatory bodies. We keep our clients files for at least seven years according to BMBT regulations.

We destroy paper files containing personal information by shredding. We destroy electronic information by deleting it and, when the hardware is discarded, we ensure that the hard drive is physically destroyed.

QUESTIONS AND ACCESS TO INFORMATION

For any questions concerning our privacy policy, please contact our studio manager at:

Elements Massage Totowa
650 Union Blvd.
Totowa, NJ 07512
973.256.7700
Totowa@elementsmassage.com

With only a few exceptions, you may see what personal information we hold about you. We can help you identify what records we might have about you. We will also try to help you understand any information you do not understand (e.g., short forms, technical language, etc.). We will need to confirm your identity before providing you with this access and may require that you only review such information at our studio. We reserve the right to charge a nominal fee for such requests.

If there is a problem we may ask you to put your request in writing. If we cannot give you access, we will tell you within 30 days if at all possible and tell you the reason, as best we can, as to why we cannot give you access.