



Photography Consent Policy

I understand that the use of photography is a great benefit to the fields of dermatology and aesthetic medicine, and hereby give Medical Aesthetics of Muskoka permission for use of photographs they have taken of me or I have provided to them.

The use of the photographs is for documenting medical conditions, illustrating medical procedures and the demonstration of treatment outcomes. This may include digital presentations used within the clinic or with a wider audience such as conferences or seminars with medical professionals.

The use of the photographs will in no way reveal my identity, and will be kept securely in an Electronic Medical Record. Any digital copies of photographs I have forwarded to MAOM will be entered securely into the EMR and the communication will be permanently destroyed.

Photographs may be shared with other physicians or medical professionals who are involved in my care.

Photographs will not be used for advertising, promotion or public viewing.

If I have any questions or concerns about this Photography Consent Policy, I will speak to a staff member at Medical Aesthetics of Muskoka for clarification.

Email Consent Policy

At Medical Aesthetics of Muskoka, we value your privacy and prioritize compliance with Canada's anti-spam legislation and the Personal Health Information Protection Act. Although MAOM has implemented technical, physical and administrative safeguards, MAOM does not use encrypted email and there are risks to its use. Please see the MAOM Virtual Care Policy for more information.

Email can be an efficient tool to provide appointment details and clinic communications/updates, as well as a means for clients/patients to quickly return information and consents. All patients/clients will ensure that their email address is accurately provided to MAOM (in a legible manner), and that MAOM is informed of any updates or changes to the patient/client's email address.

Email will not be used by medical staff to communicate regarding individual health care. It is predominantly used to acquire information regarding an individual's health history (when a patient/client is first referred to the clinic), and to remind patients/clients of their appointment details. When health history information is received, it is promptly stored in a secure Electronic Medical Records system, and the original communication is permanently destroyed.

Email addresses may only be shared, as part of a patient/client's demographics, with other medical professionals that are directly involved in the patient/client's care. Email addresses are never shared with third parties. They are kept strictly confidential.

On rare occasions (3-4 times per year maximum), MAOM may use email addresses to communicate to their patient/client roster regarding clinic updates and promotions. These communications are generic in nature and will not reveal patients/clients' identities or email addresses.

If you have any questions or concerns about this Email Consent Policy, please speak to a staff member at Medical Aesthetics of Muskoka for clarification.