



Twitter Collection Notice

Sunny Hill Health Centre for Children (SHHC), an organization of the Provincial Health Services Authority (PHSA) uses Twitter, a free messaging service offered by a third party, as one tool in its efforts to communicate clearly, quickly and in an engaging manner to people interested in our work. You can follow us @SunnyHill_Evid.

Twitter content delivered by Sunny Hill includes (but is not limited to):

- links to news releases, health notices, research, presentation information, resources, tips on use of the website, and health facts and findings and events
- links to relevant information produced and published elsewhere (work of other organizations, patient organizations, researchers, news organizations and others). This can include videos, blog posts, and retweets (RTs) from other Twitter users. (See below for our policy on RTs.)
- interesting facts, quotes or observations related to our work

NOTE: Medical advice will not be provided through social media.

The personal information you post to Twitter may be collected by PHSA under s. 26(c) of the Freedom of Information and Protection of Privacy Act for the purposes of engaging and consulting with the public. Please be aware that any information collected may be stored and/or accessed outside of Canada on servers not belonging to PHSA.

To protect your own privacy and the privacy of others, please do not include any personal information including medical information, phone numbers and email addresses in the body of your comment. Please do not share personal information about others, including in pictures, without their consent. Read more information on PHSA's Privacy Policy here: <http://www.phsa.ca/privacy>.

Retweets (RTs)

Tweets we retweet (RT) do not imply endorsement on the part of SHHC or PHSA. We may retweet news, links and personal observations we believe are relevant to the work we do. Importantly, our decision to RT should not be taken as explicit endorsement of any position or argument that may vary from SHHC's or PHSA's current official position, nor should it be taken as an indication of a possible shift in the current official position.

Following

Our decision to follow a particular Twitter user does not imply endorsement of any kind. We follow accounts on Twitter we believe are relevant to our work. This could include following the Twitter accounts of companies and other commercial enterprises (and/or their employees) who comment on health related issues.

Ow.ly



SHHC uses Ow.ly and Ht.ly, products of Hootsuite.com, to shorten long URLs for use in social media. Ow.ly and Ht.ly collect and provide data on how often, and when, the shortened URLs are clicked on.



Ow.ly and Ht.ly analytics show how many people clicked on the URLs posted by SHHC, compared to the total number of clicks on the shortened URLs. Ow.ly and Ht.ly analytics do not provide any personally identifying information (PII) about the visitors who open the shortened links. The privacy policy covering the use of Ow.ly links is available at <http://ow.ly/privacy>.

How We Protect and Use the Personal Information We Collect

SHHC's collection, use, disclosure and retention of information comply with the provisions of the Freedom of Information and Protection of Privacy Act. Collected information is used only by authorized PHSA staff to fulfill the purpose for which it was originally collected.

We will not sell or trade any personally identifiable information that may be collected from our website and will not disclose such information to third parties except as authorized by law.

When you send us electronic mail via our website, your message is stored as business correspondence accessible only to authorized PHSA staff.

If you have any questions about the collection, or use, of your personal information by SHHC or PHSA, please contact:

Corporate Director, Information Access and Privacy
Provincial Health Services Authority
700-1380 Burrard
Vancouver, BC
Tel: 604-707-5834
Email: [privacy\(at\)phsa.ca](mailto:privacy(at)phsa.ca)

Monitoring Hours – Pacific Time

SHHC's Twitter feed is typically monitored during regular business hours, Monday – Friday, 8:30 a.m. – 4:30 p.m. Pacific Time. We will do our best to respond to tweets within 4 business days.

Media

Please note, media inquiries will not be responded to on Twitter. If you are with the media and need assistance, please contact the media pager at: (604) 871-5699.

Concerns/Complaints

Please speak to those directly involved or contact the Patient Care Quality Office:
<https://www.phsa.ca/AboutPHSA/PHSA-Patient-Care-Quality-Office/default.htm>.