

MESSAGE TO DOCTORS: Please acknowledge media calls by forwarding them to Anna but do not attempt to respond to any questions. If you feel cornered by a reporter, please let them know that we have a designated Privacy Officer responsible for communicating regarding this case as required by the law. Below is the Communications Approach we plan to take in response to public and media inquiries.

Communications Approach

Designated Spokesperson

There should only be ONE designated spokesperson for this issue, the Corporate Privacy Officer. We would need to reinforce our internal direction with all YH leaders and board members – Centre and Foundation, to forward all media requests to (416-321-6333 x 1107) Anna V. Wong, Director of Communications, who will then filter them for Eric.

Communication Channel for Public

A designated contact phone number will be provided in the letter to patients to contact the Privacy Officer. This will be an unattended phone with Eric's voice introduction in the greeting message. A 48-hour response time will be promised in the letter.

Response to Media and Public Inquiries

- In terms of public or media relations, we will only take media or public inquiry calls if we get them
- We will respond to media calls promptly but with preparation by screening questions and preparing answers, and if we are called the second time by the same media channel, their questions will be screened and if they are repeats, then we will gracefully regret the interview opportunity based on repeated questions and that we have no further comment for the same questions.
- Therefore, the best approach is to have all calls channeled to Anna for filtering and to prepare Eric for the response.

Monitoring Public Interest

We will monitor the media daily to take pulse of public opinion, and react as needed.

Confidentiality

This document is for use only during interviews and NOT to be centrally stored or distributed

Key Messages

Nature of Loss: Onsite theft

Covered Grounds:

- We have activated privacy confidentiality breach policy
- We have established a response team for planning and actions
- We have posted a public notice onto the organizational website
- We have filed a report with the police and any government agency as required by the law.
- We will cooperate with police in any way possible
- We are currently assessing possibility and scope of confidentiality breach – analyzing data within the lost items
- We have notified IPCO and is defining steps to follow
- YH will Ensure stakeholders will be properly communicated to
- YH is undertaking a review of security measures
- Upgrade security system currently in place – electronic entry onto premises, lost items duo-password protected

Website Posting

English at http://www.yeehong.com/centre/press_releases.php

Chinese at http://www.yeehong.com/cn/centre/media_pressReleases.php

Posted on October 21, 2010, after filing police report

NOTICE - LOSS OF HARDWARE

The Yee Hong Scarborough McNicoll Medical Centre has discovered a loss of a desktop computer combination. Details of the loss and risk mitigation plans are outlined below:

Date & Time of Loss: Between Saturday, October 16 evening, and Tuesday, October 19 10:30a.m.

Date & Time of Discovery of Loss: Tuesday, October 19, 10:30a.m.

Location of Loss: Yee Hong Scarborough McNicoll Medical Centre, a publicly accessible clinic at the basement of 2311 McNicoll Avenue, Scarborough, Ontario, M1V 5L3 Canada

Lost Items: 1 desktop computer, 1 LCD monitor, 1 laser printer, 1 keyboard, 1 mouse, 1 power cable and 1 power bar

Projected Operational Impact: Yee Hong has a mirror copy of the data backed up and updated on October 13, before the loss of the aforementioned items. Operation of the medical centre is unaffected by this loss.

Projected Risk of Data Exposure: Data within the hard drive of the lost desktop computer are secured by multiple layers of password protection. Access to data within the machine requires authentication of an exclusive user ID. Access to the Yee Hong network through this machine requires onsite authentication of an exclusive user ID. Access to the files within the machine requires another set of authentication credentials. Risk of data exposure is therefore assessed to be **low**.

Risk Mitigation Processes:

- Yee Hong has interviewed the parties related to the use, maintenance and storage of the lost items.
- Yee Hong has filed a report with the Toronto Police Service about the loss.
- Yee Hong is currently investigating the nature and scope of files and data that reside within the lost items
- Yee Hong is currently investigating the entry and exit of individuals within the timeframe of the loss.
- Yee Hong will ensure that all relevant stakeholders are informed of the loss.
- Yee Hong will evaluate the current security policies and equipment for their effectiveness.
- Yee Hong is collaborating with the Office of the Information and Privacy Commission of Ontario to address all relevant privacy issues involved.

Yee Hong Centre respects the right to privacy of all individuals from whom personal and personal health information is collected. This extends to individuals who seek and receive services from this organization and to those who work for and work with this organization in the direct and indirect delivery of services. Please refer to the [Yee Hong Centre Privacy Policy](#). For additional information, contact Anna V. Wong, Director of Communications at (416) 886-6694 or anna.wong@yeehong.com to be connected with the Yee Hong Corporate Privacy Officer.

通告 - 硬件失竊

頤康士嘉堡麥瀝高中心診所發現失去一套桌上電腦組合。詳情如下：

失竊日期及時間：十月十六日星期六傍晚 至 十月十九日星期二早上十時三十分

發現時間：十月十九日星期二早上十時三十分

失竊地點：頤康士嘉堡麥瀝高中心診所 - 即位於 2311 McNicoll Avenue, Scarborough, Ontario, M1V 5L3 Canada 頤康士嘉堡麥瀝高中心之地庫的工眾診所

失竊物品：一部桌上電腦，一部液晶體顯示屏，一部激光打印機，一個輸入鍵盤，一隻滑鼠，一條電線，一個電插板

預計運作影響：硬件內的資料剛在十月十三日進行更新及存底，診所運作不會受到影響

預計資料外泄風險：硬件內的資料受到多重密碼保安。登入電腦需要特定的用戶名字及密碼，登入頤康內部網絡更需要在中心範圍內使用特定的用戶名字及密碼，而閱讀或提取電腦硬件內的資料更要通過多一重的密碼登入，所以資料外泄之風險被評為**低**。

風險管理步驟：

- 頤康已向在工作上使用、支援及儲存有關失物的人仕索取了相關資料
- 頤康已就這失竊向多倫多警察局第 42 分局報案
- 頤康現正研究失竊電腦內資料的種類及其外泄的潛在影響
- 頤康現正研究失竊電腦期間出入中心的人次及身份
- 頤康會確保跟資料有關的人仕及機構會得到妥善和及時的通知
- 頤康會檢討現有的保安制度及切備的有效性

頤康中心尊重所有向頤康提供個人及健康資料人士的隱私權，包括向頤康尋求及接受服務的人士，以及受僱於頤康或與本機構合作、直接及間接提供服務的人士。詳情請參閱[頤康中心隱私政策](#)。如需要進一步資料，請與頤康中心傳訊總監黃曉瑩聯絡 (416-886-6694, anna.wong@yeehong.com)，以便與頤康機構隱私專員跟進此事。
