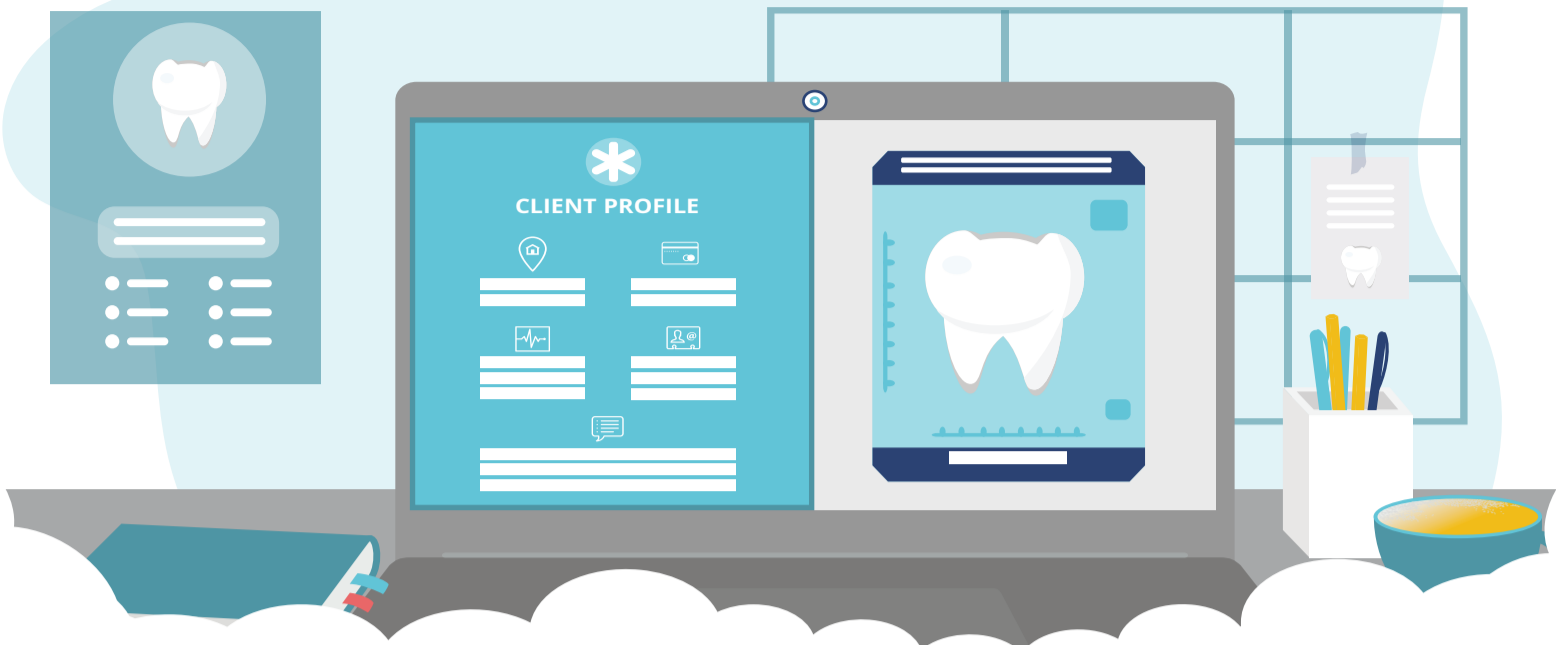


# DENTAL ASSISTANTS & PRIVACY BREACHES:

## HERE'S WHAT YOU NEED TO KNOW



As we grapple with the effects of **COVID-19**, we recognize that there's never been greater scrutiny on data security and the importance of confidentiality when it comes to private health information. The CDAA, in partnership with PROLINK, CDAA's endorsed insurance broker, has put together these tips to help you **recognize, prevent, and manage a privacy breach**.



### What is a Privacy Breach?

A **Privacy Breach** (also known as a data breach) is a security incident in which sensitive, protected, or confidential data is released—whether intentionally or unintentionally—to an unauthorized environment.

This can include: the loss of, unauthorized access to, or improper disclosure, retention or disposal of personal information. **Not all privacy breaches are caused by hackers or cybercriminals.**

**In fact, some of the most common sources of a breach are due to human error, like:**

1. Accidentally sending the wrong email to a patient;
2. Losing an unencrypted USB/laptop/mobile device;
3. An unauthorized individual overhearing a conversation;
4. Misplaced documentation or improper disposal of records.

### How can you prevent a Privacy Breach?

#### PHYSICAL SECURITY

- Lock down workstations and laptops.
- Secure your area, files and portable equipment before leaving them unattended.
- Don't leave papers, computers or other electronic devices visible in an empty car or house.
- Shred sensitive paper records before disposing of them.
- Be mindful of where and with whom you discuss patient information.

#### CYBER SECURITY

- Avoid storing confidential data on mobile devices. If you must, use passwords and encrypt your devices.
- Implement security safeguards for all devices, systems, and networks.
- Verify all emails before sending them out.
- If possible, limit and monitor access to sensitive files and databases.
- Have an incident response plan in place in case of a breach.

### What should you do if a breach happens to you?

We know that dealing with a breach can be stressful and overwhelming. Privacy legislation varies between provinces and it can be hard to get the answers you need.

With **CDAA and PROLINK**, you won't have to worry. In the event of a breach, you can access these **complementary privacy & security breach consulting services** through your CDAA Professional Insurance plan:



**Breach counseling** to assess the severity of the incident.



**Crisis management services** to determine the steps to recovery.



**Public relations assistance** to help restore your business's reputation.



**Legal support** to document the steps taken and remediation services provided.

Please note: the CDAA Professional Liability policy does not provide legal defence of claims or demands.

At first sign of a breach, **contact your Trisura claims team at 1-866-856-9203 or [claims@trisura.com](mailto:claims@trisura.com)**. Trisura is the insurance provider for your CDAA Professional Liability Insurance from PROLINK, and will help you develop a clear breach response strategy and incident management plan.