



Privacy Policy

Hobson Psychology & Wellness Centre

Last Updated: August 2026

Hobson Psychology & Wellness Centre (“the Centre,” “we,” “us,” or “our”) is committed to protecting the privacy, confidentiality, and security of personal information and personal health information entrusted to us.

We are an interdisciplinary allied healthcare clinic in New Brunswick, Canada, providing Psychology, Licensed Counselling Therapy (LCT), Occupational Therapy (OT), and Registered Massage Therapy (RMT) services.

We collect, use, disclose, retain, and safeguard information in accordance with applicable Canadian and New Brunswick privacy legislation, including New Brunswick’s **Personal Health Information Privacy and Access Act (PHIPAA)** and, where applicable, Canada’s **Personal Information Protection and Electronic Documents Act (PIPEDA)**, together with the ethical, professional, and regulatory requirements applicable to our healthcare providers.

This Privacy Policy applies to information collected through our clinical and administrative operations, website, online inquiries and forms, advertising and lead-generation forms, social media accounts, electronic communications, and other interactions with the Centre.

1. Information We Collect

Depending on your interaction with the Centre, we may collect:

- Your name, telephone number, email address, mailing address, and other contact information;
- Date of birth and identifying information where required to provide healthcare services;
- Appointment, scheduling, and referral information;
- Information you voluntarily provide through our website, online booking system, contact forms, or advertising lead forms;
- Health history, symptoms, diagnoses, treatment information, assessment results, clinical notes, reports, and other personal health information required for your care;
- Information received from referring healthcare professionals or other authorized third parties;
- Billing, insurance, and payment information;
- Communications between you and the Centre; and
- Limited technical information generated when you use our website, including information collected through cookies, analytics, or similar technologies where applicable.

89 Canterbury Street Suite 202, Saint John, NB, E2L 2C7

Phone: (506) 609-3948 Fax: (506) 799-1984

Email: info@hobsonpsychology.com

We seek to collect only information reasonably necessary for the purposes identified at or before the time of collection.

2. Personal Health Information

Personal health information is particularly sensitive and receives a high level of protection.

Information collected in connection with Psychology, LCT, OT, or RMT services may form part of a confidential clinical record and is handled in accordance with applicable privacy legislation and the professional obligations of the healthcare provider responsible for your care.

Clinical information is collected and used for purposes such as assessment, diagnosis where applicable, treatment, treatment planning, consultation, continuity and coordination of care, documentation, billing, and fulfillment of professional and legal obligations.

Personal health information collected for clinical purposes is not sold or used for targeted advertising.

3. How We Use Information

We may use personal information to:

- Respond to inquiries;
- Provide information about our services;
- Determine which Centre service or healthcare provider may be appropriate for an inquiry;
- Schedule, confirm, change, and manage appointments;
- Provide assessment, treatment, consultation, and other healthcare services;
- Coordinate authorized care;
- Maintain clinical and administrative records;
- Process payments, insurance claims, and billing;
- Communicate with authorized healthcare professionals, insurers, referral sources, legal representatives, or other parties where appropriate and with prior consent from you;
- Meet legal, professional, regulatory, and insurance requirements;
- Operate and improve our website and administrative services; and
- Communicate information about Centre services where you have consented or where otherwise permitted by law.

4. Consent

We obtain consent for the collection, use, and disclosure of personal information where required.

The form of consent may depend on the circumstances, sensitivity of the information, purpose of collection, and applicable legal and professional requirements.

Clinical consent and informed consent to healthcare services are separate from consent associated with website inquiries, advertising, or marketing.

You may withdraw consent to certain uses or disclosures, subject to legal, contractual, clinical, and professional limitations.

Withdrawal of consent does not require the Centre or an individual healthcare provider to destroy a clinical record that must be retained under applicable law or professional standards.

5. Website and Online Inquiries

Our website may allow individuals to contact the Centre, request information, or inquire about an appointment.

Please provide only the information necessary for us to respond to your inquiry. **Do not include detailed psychological, medical, diagnostic, or other sensitive health information in a general website contact form unless specifically requested through an appropriate secure process.**

Submitting a website inquiry does not establish a psychologist-client, therapist-client, occupational therapist-client, massage therapist-client, or other healthcare provider-client relationship.

6. Google, Meta and Other Advertising Lead Forms

Hobson Psychology & Wellness Centre may advertise its services through platforms such as Google, Facebook, Instagram, or other digital services.

When you voluntarily submit an advertising or lead-generation form, we may receive information such as your:

- Name;
- Telephone number;
- Email address;
- General service of interest; and
- Other information you voluntarily provide.

We use this information to respond to your inquiry and provide information about Centre services or appointment availability.

Please do not submit diagnoses, detailed medical or psychological histories, treatment records, or other sensitive personal health information through an advertising lead form.

Information submitted through a third-party advertising platform may initially be collected or processed by that platform before it is transmitted to us. The platform's own privacy policy and data practices may therefore also apply.

Submitting an advertising lead form does not establish a healthcare provider-client relationship and does not constitute consent to psychological, counselling, occupational therapy, massage therapy, or other healthcare treatment.

7. Social Media

Hobson Psychology & Wellness Centre may maintain social media accounts for educational, informational, community-engagement, and promotional purposes.

Social media platforms are public or semi-public environments. If you like, follow, comment on, share, tag, review, or otherwise interact with our content, information associated with your account and interaction may be visible to the platform, the Centre, and potentially other users depending on your privacy settings.

Please do not disclose personal health information or confidential clinical information through comments, reviews, posts, tags, or other public interactions with our social media accounts.

The Centre will not publicly confirm whether an individual is currently or formerly a client simply because that person follows, comments on, reviews, or otherwise interacts with our social media account.

Private messages through social media should be limited to general inquiries and should not be used for detailed clinical communications, emergencies, or urgent healthcare concerns.

8. Social Media Contests and Promotions

The Centre may occasionally conduct social media contests, giveaways, or promotions.

Participation may involve liking, commenting on, following, or sharing Centre content. Depending on the social media platform and your account settings, these activities may be publicly visible and may disclose your profile name or other information associated with your social media account.

By voluntarily participating, you acknowledge that your interaction may be visible to others.

Participation in a Centre promotion or contest **does not indicate or imply that you are or have been a client of Hobson Psychology & Wellness Centre or any of its healthcare providers.**

Information collected specifically to administer a contest will be used for the purposes identified in the contest rules or accompanying notice.

9. Cookies, Website Analytics and Advertising Technologies

Our website may use cookies and similar technologies necessary for website operation and may use analytics or advertising technologies to understand website usage and evaluate the effectiveness of our communications or advertising.

These technologies may collect information such as browser or device information, approximate geographic information, referring pages, pages viewed, and interactions with our website.

Where required, we obtain appropriate consent for non-essential cookies or tracking technologies.

We do not intentionally provide clinical records, diagnoses, treatment information, therapy notes, psychological assessment information, or other detailed personal health information to advertising platforms for targeted advertising.

10. Email, Text and Electronic Communication

Email, text messaging, and other electronic communication methods may carry privacy and security risks.

By choosing to communicate with us through these methods, you acknowledge that absolute confidentiality cannot be guaranteed.

We recommend limiting sensitive clinical information in ordinary email or text communications and using communication methods recommended by your healthcare provider when discussing confidential clinical matters.

Electronic communications are not continuously monitored and should not be used for emergencies or matters requiring immediate assistance.

11. Disclosure of Information

Hobson Psychology & Wellness Centre does not sell personal information or personal health information.

Information may be disclosed when:

- You have provided consent;
- Disclosure is necessary for an authorized purpose associated with your care;
- Disclosure is required or permitted by applicable law;
- A healthcare professional has a legal or professional obligation to disclose information;
- Disclosure is required pursuant to a valid court order or other lawful process; or

- An authorized service provider requires limited access to information to provide services to the Centre and appropriate privacy safeguards are in place.

Specific limits to confidentiality associated with clinical services are addressed through the informed-consent process with the applicable healthcare provider.

12. Third-Party Service Providers

We may use third-party providers to support functions such as website hosting, electronic health records, appointment scheduling, payment processing, telecommunications, email, online forms, analytics, and advertising.

We take reasonable steps to use service providers with safeguards appropriate to the nature and sensitivity of the information involved.

Some service providers may store or process information outside New Brunswick. When information is processed in another jurisdiction, it may be subject to the laws of that jurisdiction.

13. Security

We use reasonable administrative, physical, and technical safeguards appropriate to the sensitivity of the information in our custody or control.

Safeguards may include access controls, password and authentication measures, secure clinical record systems, confidentiality policies, staff training, physical security, secure storage, and appropriate procedures for disposal of confidential information.

No electronic system or method of communication can be guaranteed to be completely secure.

14. Retention and Destruction

Personal information and clinical records are retained in accordance with applicable legislation, professional regulatory requirements, contractual obligations, and legitimate clinical and administrative requirements.

Different healthcare disciplines may be subject to different record-retention requirements.

When information is no longer required and there is no legal or professional requirement to retain it, it will be securely destroyed, deleted, or anonymized as appropriate.

15. Access and Correction

Individuals may have the right to request access to personal information or personal health information held about them and to request correction of information believed to be inaccurate or incomplete.

Certain exceptions or limitations may apply under privacy legislation or professional requirements.

Requests for access, correction, or information regarding the Centre's privacy practices may be directed to the individual clinician or the clinic founder.

16. Children and Adolescents

Where healthcare services are provided to children or adolescents, consent, confidentiality, access to information, and disclosure are managed according to applicable New Brunswick law, the young person's capacity to provide consent, the circumstances of treatment, and the professional obligations of the treating healthcare provider.

The ability of a parent or guardian to access a young person's health information may therefore vary depending on the circumstances.

17. Privacy Breaches

If the Centre becomes aware of unauthorized access, use, loss, or disclosure of personal information or personal health information, we will take reasonable steps to contain and investigate the incident and will provide notification or take other action where required by applicable law.

18. Privacy Questions, Access Requests and Complaints

Questions, concerns, requests for access or correction, or complaints regarding privacy may be directed to:

Kristina Hobson, Clinic Founder

Hobson Psychology & Wellness Centre

89 Canterbury Street,

Suite 202

Saint John, New Brunswick, Canada E2L 2C7

Telephone: (506) 609-3948

Email: info@hobsonpsychology.com

We will review privacy concerns and respond in accordance with applicable privacy requirements.

Individuals may also have the right to make a complaint to the appropriate provincial or federal privacy oversight authority.

19. Changes to This Privacy Policy

We may periodically update this Privacy Policy to reflect changes to our services, technologies, privacy practices, or legal requirements.

The current version will be posted on our website with the date of the most recent revision.

Professional Confidentiality

This Privacy Policy describes the general privacy practices of Hobson Psychology & Wellness Centre. Individual Psychologists, Licensed Counselling Therapists, Occupational Therapists, and Registered Massage Therapists may be subject to additional confidentiality, informed-consent, documentation, disclosure, and record-retention requirements established by legislation, professional regulatory bodies, and professional standards.

Where an applicable professional or legal requirement provides greater protection for personal health information, the applicable requirement will govern.