



# PRIVACY NOTICE



PHILIPPINE  
HEART  
CENTER



The **Philippine Heart Center** understands the importance of your privacy and is committed to maintain the confidentiality of your Personal, Sensitive, and Privileged Information (“Personal Data”) through establishment of security measures, providing notice of our privacy practices with respect to your Personal Data pursuant to Republic Act No. of 2012 (“Data Privacy Act”), related laws and issuances.

We only collect, retain and share records of your Personal Data with your consent. We use these records to enable our healthcare providers in providing quality medical care, process billings for the services rendered, and meet our professional, medical, and other legal obligations.

In case of breach and disposal of documents containing Personal Data, we will notify you in a secure manner as provided by law.

Rest assured that only authorized personnel have access to your Personal Data. Digital copies containing Personal Information will be securely stored in our database. On the other hand, physical copies will be stored in a secure location for a minimum of 15 years or if it is needed for a legitimate business purpose. After which, physical records will be disposed of accordingly, while digital files will be securely deleted.

## RIGHTS OF DATA SUBJECT

Under the Data Privacy Act, any person whose Personal Data are collected, stored, and processed is called “Data Subject”. Institutions which deal with these information are duly bound to uphold the Rights of Data Subjects as well as to adhere to general data privacy principles and the requirements of lawful processing.

The following are your Rights as Data Subjects with respect to your Personal Data: (1) right to be informed; (2) right to access; (3) right to object; (4) right to erasure or blocking; (5) right to damages; (6) right to rectify; (7) right to data portability; and (8) right to file a complaint with the National Privacy Commission.

For any questions about the exercise of your rights or comments about this Privacy Notice, please contact our Data Protection Officer at 89252401 local 3215. You may also browse our Privacy Policy in our website at <https://www.phc.gov.ph/about-phc/privacy-policy.php>