

To: All staff and physicians
From: Kelly Chase, Chief Privacy Officer
Date: May 20, 2021
Re: Vaccination Photos on Social Media

Protecting your privacy while promoting the COVID-19 vaccine

As many New Brunswickers are receiving their first dose of the COVID-19 vaccine, excitement surrounding the topic is increasing online.

Throughout our work, privacy must remain top of mind, and as we work hard to ensure our patients' privacy is protected, it's important that we continue to act as leaders when sharing information related to the COVID-19 vaccination.

Be sure to educate yourself and others on the impacts of sharing personal information on social media. Did you know Horizon has set up selfie stations at many of our vaccination clinics and we encourage patients to stop and snap a selfie in this physically distanced space?

When promoting the COVID-19 vaccine on public platforms, it is important to remember:

- Do not disclose your personal information. Keep your date of birth, name and Medicare number off social media.
- Sharing personal details related to your vaccine may put you at risk of identity theft and fraud.
- Solo selfies only! Check your surroundings to ensure no one is being captured in the background. Everyone attending a vaccine clinic has the right to privacy.
- Please do not include sensitive personal information in your posts. A simple photo, hashtag and use of Horizon's COVID-19 vaccine profile frame helps to spread awareness.

We all have a role to play. Thank you for doing your part and taking steps to protect your privacy!

Thank you,
Kelly Chase,
Chief Privacy Officer