

III. CONFIDENTIALITY

Our therapists and coaches take their clients' privacy seriously. They understand that clients may divulge personal information that they would not want shared with anyone else. Personal information can harm peoples' careers, relationships, and other important life areas. Except for urgent safety concerns, therapists and coaches do not make moral decisions that would lead them to violate the privacy of their clients, and they never indulge in gossip. Practitioners have unique confidentiality responsibilities because the "patient" in a therapeutic relationship may be more than one person. The overriding principle is that Our therapists and coaches respect the confidences of their patient(s).

1. Our therapists and coaches are best known for providing coaching that enhances success and well being, and do not treat mental illnesses, therefore, so long as no coercion is involved, the practitioner may solicit permission to use client's recommendations and names in

communications and advertising, and in teaching or presenting. The client must clearly understand the potential consequences and nature of the use of their name, and give permission in advance and in writing on a form that includes this information. This can prevent serious misunderstandings later. The therapist / coach avoids this practice if there is any doubt about the client's objectivity, such as occurs if the client feels dependent upon the therapist / coach or confers authority to the therapist / coach in some manner.

2. Our therapists and coaches maintain the total privacy of their clients, including their names or any information that could identify them. The only exceptions to this are a) any legal requirements, such as a court order, b) the need to use specific information to defend themselves in a court action (and the release of information is limited to what is necessary only), c) as needed in order to pursue fees in a legal action (and this is limited to the name of the client, the dates of the sessions, the amount owed, a signed form showing that the client has agreed to fees or policies but that does not contain information about the client's problems,

and the service provided, d) as permitted by the client.

3. Our therapists and coaches maintain client records in a safe and secure manner. They are aware of the risks and limitations of any technology used, and take appropriate steps to prevent breaches. They take extra cautions when transmitting or receiving client information. They dispose of records, including any hardware containing them, such as computer memory devices, in a manner that fully protects confidentiality.

4. Our therapists and coaches ensure that their employees, contractors or other personnel maintain confidentiality, and that they only have access to information that is necessary for the conduct of business and in a manner that the client understands and accepts.



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