

**Section:** Operational Support for Educational and Admin Events

**Number:** 11.35.PP.v1

**Subject:** Webcasting Acceptable Use

**Associated Form Numbers:**  
11.40.F1.v1/11.40.F2.v1

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## INTRODUCTION

The Ontario Telemedicine Network (OTN) offers Members use of webcasting services for educational and information sharing purposes only. Members are not permitted to transmit or present any information that is in violation of applicable law or that infringes upon the rights of another party under the Canadian Copyright Act. Members utilizing OTN webcasting services must ensure that they do not infringe or misappropriate the intellectual property rights of an involved party.

Additionally, OTN supports webcasting of content that is pertinent to the education and workplace needs of health professionals, administrators, staff and the general public. Webcasting is most effective when sessions are transmissive in nature and limited in length.

## POLICY STATEMENT

Members of OTN who choose to use OTN webcasting services must adhere to the following terms of acceptable use:

### Supported Usage of OTN Webcasting Services:

All webcasts delivered through OTN must meet one of the following criteria:

- *Online Lectures and Distance Learning* – OTN provides Members with the capability to webcast real time and on-demand (archived) lectures to target learners. Learners are able to access the session from the comfort of their personal computers.
- *Training* – Webcasts can be delivered in order to train participants in a live and/or archived format. Typically, webcasts for training purposes will have been developed by OTN (<http://webcast.otn.ca/training.html>), although OTN Members may also deliver webcasts for their organizational training needs.
- *Online Learning Programs* – OTN allows Members to schedule recurring webcasts that can be archived and viewed as a series.
- *General Communication* – Members can utilize webcasting services in order to deliver key messages (e.g. major announcements, lunch and learn presentations, information sessions, etc.) to remote audiences.

### Non-Supported Usage of OTN Webcasting Services:

OTN does **not** permit webcasting services for the following purposes:

- To demo products or services unrelated to telemedicine and health education.
- To capture, stream and archive clinical events (i.e. for the use of telemedicine technology to deliver health care - see definition of health care on page 3).
- To capture, stream and archive internal administrative meetings.
- To be used for marketing purposes.
- To capture an interview.
- To convert a VHS/DVD to digital file for archival use.
- To convert a digital file to VHS/DVD or portable format.

### **OTN Webcasting Disclaimer:**

This Webcasting Centre provides information of a health education nature for practicing health professionals, administrators, staff and the general public. As such, it is possible that some of the content and images found here may be of a sensitive nature. Visitors to the site recognize this and realize that the information provided should not be used in any self-treatment capacity.

OTN does not provide medical advice and information contained on the website should not be relied upon in that regard. You should not act on any messages, information, data, text, software, images, or other content contained on the OTN Website without first seeking the advice of appropriate medical advisors. OTN does not take responsibility for information delivered via webcasts.

Intellectual property and copyright responsibilities reside with the presenter(s). The presenter or host is responsible for taking appropriate action if there has been an unauthorized disclosure of personal health information during the course of the webcast and for ensuring that the webcast is not archived. In the event that OTN becomes aware that a webcast includes unauthorized disclosure of personal health information and/or offensive or otherwise problematic content, OTN does, reserve the right to terminate a live webcast and not archive a session for on-demand viewing.

OTN offers no warranties of any kind, expressed or implied, for the webcasting services it provides. OTN does not edit archived webcasts for aesthetic or pedagogical purposes.

Webcast organizers must ensure that they follow the processes outlined in the OTN Webcasting Policy and Procedure document. It is the responsibility of the webcast organizer to ensure that a Webcasting Agreement Form for each presenter has been signed. These forms must be retained by the webcast organizer. For webcasts scheduled to be archived, a copy of the signed Webcasting Agreement Form(s) must be forward to OTN via fax (1-866-454-6867) or scanned as an attachment and sent via email ([webcasting@otn.ca](mailto:webcasting@otn.ca)) either prior to or after the event. Once the forms have been received and processed, OTN will publish the webcast on OTN's Webcasting Centre as an Archived Event. Failure to submit the Webcasting Agreement Form within 15 business days after the event has taken place, will result in deletion of your file. A copy of these forms must also be retained by the webcast organizer. Live only webcasts do NOT require the submission of a Webcasting Agreement Form to OTN.

Members are responsible for ensuring that all materials disseminated and/or information shared through OTN webcasting services comply with this Acceptable Use Policy and all applicable laws and regulations. In addition, the Webcast moderator and/or presenters must inform the audience that the event is being webcasted in either live and/or archived format.

All webcasts must follow steps outlined in OTN's Webcasting Policy and Procedure document <http://webcast.otn.ca/policies.html>. Webcasts that do not meet the terms outlined in this Webcasting Acceptable Use Policy will not be scheduled by the OTN Webcasting Team.

### **ASSOCIATED FORM(S)**

11.40.F1.v1 - Webcasting Request Form  
11.40.F2.v1 - Webcasting Agreement Form

### **RELATED OTN POLICIES OR GUIDELINES**

OTN Webcasting Policy and Procedure



**DEFINITIONS**

**Archived**

Webcast requestors/organizers can select to have their webcast archived on the OTN website. This allows target learners to access the session on demand or in an asynchronous format. All archived webcasts will be placed on the OTN Webcasting Centre for a period of one year, unless otherwise specified by the requestor/organizer. For a webcast event that is scheduled to be archived, a copy of the Webcasting Agreement Form must be forwarded to OTN via fax (1-866-454-6867) or scanned email ([webcasting@otn.ca](mailto:webcasting@otn.ca)), either prior to or after the event. Once the forms have been received and processed, OTN will publish the webcast on OTN's Webcasting Centre as an Archived Event.

**Asynchronous**

An event that is offered in an asynchronous format refers to communication that occurs at different times. OTN Members can select to archive their webcast session and make it available in an asynchronous format, thus permitting on demand access to the event.

**Health Care**

Section 2 of the *Personal Health Information Protection Act, 2004* defines 'Health Care' as any observation, examination, assessment, care, service or procedure that is done for a health-related purpose and that,

- a) is carried out or provided to diagnose, treat or maintain an individual's physical or mental condition;
- b) is carried out or provided to prevent disease or injury or to promote health;
- c) is carried out or provided as part of palliative care and includes;
- d) the compounding, dispensing or selling of a drug, a device, equipment or any other item to an individual or for the use of an individual, pursuant to a prescription; and/or
- e) a community service that is described in subsection 2(3) of the *Long-Term Care Act, 1994*.

**Identifying information**

In section 4(2) of the *Personal Health Information Protection Act, 2004* means information that identifies an individual or for which it is reasonably foreseeable in the circumstances that it could be utilized, either alone or with other information, to identify an individual.

**Individual**

In section 2 of the *Personal Health Information Protection Act, 2004*, defines 'individual' in relation to personal health information, means the individual, whether living or deceased with respect to whom the information was or is being collected or created.

**Personal Health Information**

Section 4(1) of the *Personal Health Information Protection Act, 2004*, defines personal health information as identifying information about an individual in oral or recorded form, if the information

- a) relates to the physical or mental health of the individual, including information that consists of the health history of the individual's family
- b) relates to the providing of health care to the individual, including the identification of a person as a provider of health care to the individual
- c) is a plan of service within the meaning of the *Long-Term Care Act, 1994*, for the individual
- d) relates to the donation by the individual of any body part or bodily substance of the individual or is derived from the testing or examination of any such body part or bodily substance,
- f) is the individual's health number, or
- g) identifies an individual's substitute decision-maker

Furthermore the Information and Privacy Commissioner has defined an individual's image as personal health information (Health Order H0-005).

**Private Event**

Private events are accessible by invitation only. Organizers/requestors can employ a user name and password to restrict access to their event. Organizers/requestors are responsible for distributing the user name and password to webcast participants.

**Public Event**

A public event is one in which all interested end users are able to participate up to a maximum capacity. For webcasting, organizers/requestors can elect to have their webcast available without password protection.



**Synchronous**

An event that is offered in a synchronous format refers to a type of communication with virtually no time delay, allowing participants to participate in the session in real time. OTN Members can select to deliver their webcast session in a live or synchronous format.

**Videoconference**

A videoconference is a real-time two-way transmission of digitized video images between two or more locations. The two main kinds of videoconferences are point-to-point and multipoint calls.

**Webcast**

A webcast involves the delivery of live or archived broadcasts through the Internet. The sound and video captured by a conventional video conferencing system is streamed to a web server for viewing by end users from the comfort of their desktops.

**Webcasting Agreement Form**

The Webcasting Agreement Form must be completed and signed by all speakers who are presenting during a live and/or archived webcast session. It is the responsibility of the webcast organizer to ensure that the speaker(s) sign the form. This form is available on the OTN website <http://webcast.otn.ca/forms.html> and must be retained by the webcast organizer. For webcasts scheduled to be archived, a copy of the Webcasting Agreement Form must be forwarded to OTN via fax (1-866-454-6867) or scanned email, either prior to or after the event. Once the forms have been received and processed, OTN will publish the webcast on OTN's Webcasting Centre as an Archived Event. Failure to submit the Webcasting Agreement Form within 15 business days after the event has taken place will result in deletion of your file. Live only webcasts do NOT require that a Webcasting Agreement Form be submitted to OTN.

**Webcast Organizers**

The webcasting organizer is the individual responsible for organizing the webcast. The organizer is typically located at the "host" site (where the speaker(s) will be presenting). The Webcasting Organizer may be responsible for completing video conference scheduling, the Webcast Request Form, and securing the Webcasting Agreement Form from the presenter(s). In addition, the webcasting organizer often promotes the event and distributes the OTN Webcasting Training Module as required.

**Webcast Presenters**

Webcast presenters are individuals who have been identified as the key speakers or deliverers of content during a session. All webcast presenters must complete and sign a Webcast Agreement Form prior to the session.

**Webcasting Request Form**

The Webcasting Request Form must be completed by the webcast organizer/requestor and submitted to OTN at least 5 business days in advance. This e-form is available on the OTN website <http://webcast.otn.ca/forms.html>.

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**END OF POLICY AND PROCEDURE**

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