Unfortunately, we all become ill sometime in our life. When this occurs we turn to the medical profession for evaluation, treatment and counsel. Each patient, be she or he a physician nurse or layperson, confides in his or her healthcare provider and has the expectation that his or her medical history, physical exam, laboratory data and other information of a very personal nature will be held in the strictest of confidence by only those who need to know. The trust placed with each of us by our patients and by society is very important and should not be taken lightly. It is our duty and responsibility to keep this trust and keep our patients' interests in the forefront of our minds and actions.