

Fredericksburg Dentistry

814 South Milam / Fredericksburg, Texas 78624 / 830.997.7232

Johnson City Dentistry

400 East Main Street /Johnson City, Texas 78624 / 830.868.0274

Notice Of Privacy Practices

Fredericksburg Dentistry and Johnson City Dentistry (“we” or “us” or “our”) respects the privacy of our users (“user” or “you”).

THIS NOTICE DESCRIBES HOW MEDICAL AND PERSONALLY IDENTIFIABLE INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY. The office is committed to protecting your privacy, and we have adopted privacy practices to protect the information we gather from you. We understand that medical information about you and your health is personal. We are committed to protecting medical information about you. The Notice of Privacy Practices (“Notice”) describes the privacy practices of the office and will tell you about the ways in which we may use and disclose medical information about you and how you can get access to this information. We also describe your rights and certain obligations we have regarding the use and disclosure of medical information with respect to your “Protected Health Information” (as defined by the Health Insurance Portability and Accountability Act of 1996 and its regulations, as amended from time to time).

Information Collected and How We Use It

We collect several types of information:

Personally Identifiable Information and Anonymous Information.

Personally Identifiable Information

We collect personally identifiable information you voluntarily provide on online forms which may include contact requests, referral requests, appointment requests, bill payments, comments, and/or online surveys. Personally identifiable information can include name, address, phone number, email address, demographic information and any other information you may voluntarily provide. We will use your information to fulfill the purpose for which you provide it and for our business operations. While visiting our Sites, if you give us personally identifiable information to receive information from us, to pre-register for an event, or to pre-register for patient services or otherwise, we will collect and store that personal data. If you give us personal data in order to pre-register for patient services through an affiliate’s or third party’s website, the affiliate or third party may share the personal data with contracted service providers to verify the accuracy of the data and complete the registration process.

You agree that, should you elect to supply it, we may use your name, email address, physical address, telephone number, or other data to communicate with you as described below.

By providing a telephone number, you expressly consent and authorize us, as well as any of our related affiliates, agents or contractors, to contact you through the use of any dialing equipment (including a dialer, automatic telephone dialing system, and/or interactive voice recognition system) and/or artificial or prerecorded voice or message. You expressly agree that such automated calls may be made to any telephone number (including numbers assigned to any cellular or other service for which you may be charged for the call) you provide. In addition, you expressly consent and authorize the receipt of text messages from us at any telephone number (including numbers assigned to any cellular or other service for which you may be charged for the call) you provide. By providing this express consent, you specifically waive any claim you may have for the making of such calls or texts, including any claim under federal or state law and specifically any claim under the Telephone Consumer Protection Act, 47 U.S.C. § 227. By providing a telephone number, you represent you are the subscriber or owner or have the authority to use and provide consent to call or text the number.

By providing your email address, you expressly opt-in to the receipt of email communications from us and our affiliates, agents or contractors for or related to medical goods or services, your account, and other services such as financial, clinical and educational information including exchange news, changes to health care law, health care coverage, care follow up, and other healthcare opportunities, goods and services. By providing this express consent, you specifically waive any claim you may have for the sending of such emails, including any claim under federal or state law and specifically any claim under the CAN-SPAM Act, 15 U.S.C. § 7701, et seq. By providing an email address, you represent you are the subscriber or owner or have the authority to use and provide consent to contact the email address.

Anonymous Information

We may collect certain information by automated means. This information includes cookies, sensors, geo location, pixel tags, IP addresses and other similar technology. This information helps us understand which parts of our Sites are visited most often and may be used to analyze trends, administer and improve the Sites, gather broad demographic information, personalize content and determine retargeting and remarketing.

We use cookies to tailor web content to match your browser capability. Cookies allow the Sites to retain information to make your use of the Sites more convenient. You may refuse the use of cookies by selecting the appropriate settings on your browser, however if you disable the cookie, you will still be able to use the Sites, but you may not be able to fully take advantage of all of the Sites' features or parts of the Sites may not function properly.

Our web servers automatically identify computers by their IP addresses. We may use IP addresses to analyze trends, administer the Sites, track users' movement and gather demographic information for

aggregate use. For example, if you view specific pages or download information from specific pages on our Sites, we will track and add the number of your visits to the aggregate number of visits by all users in order to better design our Sites.

Third Party Use

Your privacy is important to us and we want you to feel comfortable visiting our Sites. We may share information with third parties performing services on our behalf that are contractually bound to keep your personal information confidential and to use it only for the purposes under which we disclose it. For example, we may use service providers to help manage or support the Sites' technical operation. Also, we may share your personal information in connection with a court order, subpoena, government investigation, when required by law, and in the event of a corporate sale, merger or acquisition. If we partner with a third party to provide services and you sign up for those services, we will share your name and other contact information necessary for our partner to provide the services to you.

Security

While we cannot and do not guarantee that your information will not be viewed by unauthorized persons, we take privacy and security seriously. We take reasonable, industry standard precautions to keep the Sites and their systems secure and to prevent personal information from being made available to unauthorized persons or entities. Even though we employ these standard precautions and protocols, we cannot provide absolute assurances that the contents of messages, for example, will be secure. If you choose to send any confidential information to us, you accept the risk that a third party may intercept and use this information.

Links

The Sites contain links to third party websites. Please be aware that we are not responsible for any of the content, activities, products, or advertisements on these third party websites nor do we make any representations, approvals, or endorsements regarding the services provided or the nature, quality, or accuracy of such third party content. Use of any linked third party website is solely at your own risk and we encourage you to read the Terms of Use and the Privacy Policies of each such linked third party websites you choose to access.

Special Notice to CA Residents

California Civil Code Section § 1798.83 permits California residents that have provided any personal information through the Sites the right to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes during the preceding year. We do not disclose the personal information of customers to third parties for any third party's direct

marketing purposes. Please contact us if you are a California resident and would like to request information about how to exercise your third party disclosure choices.

Opting Out

You may revoke your consent to contact at any time by directly contacting us or using the opt-out method identified in the applicable communication.

Many browsers and mobile operating systems enable you to indicate your preference regarding online tracking. You can set your browser or mobile operating system to a “do not track” or similar setting and, when your browser or mobile operating system passes your request to us, we will not serve you targeted advertising, although we may continue to collect data about your use of the Sites. For example, Apple’s iOS mobile operating system provides iPhone and iPad users with a “Limit Ad Tracking” setting, and if you turn on that setting, we will not use your device identifier to serve you targeted ads.

Children’s Privacy

Our Sites are not intended for children under 18 years of age. No one under age 18 may provide any information to or on the Sites. We do not knowingly collect or maintain personal information from children under the age of 18, and no part of our Sites is designed or intended to attract anyone under the age of 18. If you believe we might have any information from or about a child under 18, please contact us so we can immediately delete any such information.

We typically use or share your health information in the following ways:

1) We can use your health information and share it with other professionals who are treating you. An example of this would be a doctor treating you for an injury asks another doctor about your overall health condition.

2) We can use and share your health information to bill and get payment from health plans or other entities. An example of this would be sending a bill for your visit to your insurance company for payment.

3) We can use and share your health information to run our practice, improve your care, and contact you when necessary. An example would be an internal quality assessment review.

Other ways we may use or share your health information.

We are allowed or required to share your information in other ways – usually to contribute to the public good, such as public health and research. We have to meet many conditions in the law before we can share your information for these purposes. For more information, see:

www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/index.html

1) We can share health information for certain situations, such as: preventing disease, reporting suspected abuse, neglect, or domestic violence, preventing/reducing a serious threat to anyone's health or safety.

2) We can share information about you if state or federal law requires it, including the Department of Health and Human Services.

3) We can use and share information for health research.

4) We may disclose your health information to a family member or friend who is involved in your medical care or to someone who helps pay for your care. We may also use or disclose your health information to notify (or assist in notifying) a family member, legally authorized representative or other person responsible for your care of your location, general condition or death. If you are a minor, we may release your health information to your parents or legal guardians when we are permitted or required to do so under federal and applicable state law.

5) We can share information about you to organ procurement organizations

6) We can share information with a coroner, medical examiner, or funeral director when an individual dies.

7) We can share health information for worker compensation claims, law enforcement purposes, with health oversight agencies for activities allowed by law, and other specialized government functions (e.g., military and national security)

8) We can share health information in response to court or administrative order, or in response to a subpoena.

When it comes to your health information, you have certain rights, we typically use or share your health information in the following ways:

1) You have the right to inspect and/or obtain a copy of your medical information maintained in a designated record set. You may obtain an electronic copy of the information or ask us to send it to a person or organization that you identify. To request to inspect and/or obtain a copy of your medical information, you must submit a written request to 814 South Milam / Fredericksburg, Texas 78624. If you request a copy (paper or electronic) of your medical information, we may charge you a reasonable, cost-based fee.

2) You can ask us to correct health information about you that you think is incomplete or incorrect. We may say "no" to your request, but we'll tell you why in writing within 60 days.

3) You can ask us to contact you in a specific way (for instance home or office phone) or to send mail or email to a different address for items such as appointment reminders. We will say yes to all reasonable requests.

4) You can ask us NOT to share certain health information for treatment, payment, or operations. We are not required to agree to your request, and if it affects your care, we may say no.

5) You can ask for a list (accounting) of the times we have shared your health information for the prior six years. We will include all disclosures, except those about treatment, payment, and operations. We will provide one accounting for free, but may charge a reasonable, cost-based fee if you ask for another within 12 months.

6) You can ask and receive a paper copy of this notice at any time.

7) You can file a complaint if you feel we have violated your rights, with the office at the address below, or you with the Department of Health and Human Services Office for Civil Rights by sending a letter to 200 Independence Ave, SW, Room 509F HHH Bldg., Washington, DC 20201, calling 1.877.696.6775, or by visiting: www.hhs.gov/ocr/privacy/hipaa/complaints/
We will not retaliate against you for filing a complaint.

We may also create and distribute de-identified health information by removing all references to individually identifiable information. We may, without prior consent, use or disclose protected health information to carry out treatment, payment, or healthcare operations in the following circumstances:

1) If we are required by law to treat you, and we attempt to obtain such consent but are unable to obtain such consent; or

2) If we attempt to obtain your consent but are unable to do so due to substantial barriers to communicating with you, and we determine that, in our professional judgment, your consent to receive treatment is clearly inferred from the circumstances.

State Law

We will not use or share your information if state law prohibits it. Some states have laws that are stricter than the federal privacy regulations, such as laws protecting HIV/AIDS information or mental health information. If a state law applies to us and is stricter or places limits on the ways we can use or share your health information, we will follow the state law. If you would like to know more about any applicable state laws, please contact our Fredericksburg office at 830.997.7232.

We are required by law to maintain the privacy and security of your protected health information. We will promptly let you know if a breach occurs that may have compromised the privacy and security of your information. This notice is effective as of 2024 and we are required to abide by the terms of the Notice of Privacy Practices. We will not share your information other than described in here unless we receive written authorization.

Changes to Our Privacy Policy

We will post any changes to this Privacy Policy on the Sites by a link from our homepage so that you always know what information we collect and how we use it. Please consult this portion of the Sites regularly for important changes to the Privacy Policy as they occur.

Contact Us

If you have questions or comments about this Privacy Policy, please contact:

Fredericksburg Dentistry

814 South Milam / Fredericksburg, Texas 78624

830.997.7232

July/2024