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Notice of Privacy Practices

This notice describes how dental and medical-related information about your child(ren) may be used and disclosed. It also describes how you can get access to this information. Please review it carefully.

Introduction

At SmileWorks Kids Dentistry, we are dedicated to using and disclosing your child(ren)'s protected health information in a responsible way. This notice applies to the dental and medical records that are generated by SmileWorks Kids Dentistry. The term "protected health information" refers to information you share with us or which arises while we are serving your family. Examples may include results of X-rays, examinations, and summaries of your child(ren)'s progress in treatment.

This Notice of Privacy Practices explains how we may use and disclose protected health information and our legal duties to protect the privacy of health records that we create or receive. It also explains your rights as they relate to your protected health information. This notice is effective June 26, 2006, and applies to all protected health information as defined by state and federal regulations.

The Type of Uses and Disclosures We May Make

Generally, protected health information will be disclosed only if you sign a written authorization. Under certain circumstances, however, we may use and disclose protected health information without your knowledge and as a part of our regular operations.

- **Treatment:** Information obtained by SmileWorks Kids Dentistry staff involved in your health care will be recorded in your clinical record and used to determine the course of treatment. Information gathered may be used for creating an assessment, developing a treatment plan, recording your progress in treatment, and assisting in writing your after-care plan.
- **Regular healthcare operations:** We may use your health information for such quality improvement purposes as reviewing our treatment and evaluating the performance of our staff in caring for you.
- **Medical personnel in an emergency situation:** If you cannot make decisions because of a medical emergency, we may disclose your health information to medical personnel involved in your care. We will let you know that this information has been disclosed and will make every effort to obtain your written authorization as soon as the emergency situation has ended.
- **To prevent serious harm to you or others:** If you tell us, or give us reason to believe, that you have a clear plan to hurt a specific person or yourself, we will disclose your health information to help prevent serious harm.
- **Incidents of suspected child abuse and/or neglect:** If you tell us information concerning suspected child abuse and/or neglect, we are required by Florida law to disclose this information. Also, if you tell us information concerning suspected abuse of the elderly or the handicapped, we are required by Florida law to disclose this information.
- **SmileWorks Kids Dentistry healthcare associates:** Some services are provided to SmileWorks Kids Dentistry through our healthcare associates. When services are contracted, we may disclose your health information to our healthcare associates so they can do the job we've asked them to do. Our contracts with our healthcare associates require them to protect your health information.
- **The Food and Drug Administration (FDA):** We may disclose your identity to the FDA if you are taking a medication that FDA officials have determined may be dangerous to you, due to error in manufacturing or packaging.
- **Law/health oversight agency:** We may disclose your health information to a health oversight agency for activities authorized by law. These oversight activities include, for example, audits, investigations, inspections, and licensure.
- **Law enforcement and specialized governmental functions, under certain circumstances:** For example: If we receive a court order, we will disclose your health information. If you commit, or threaten to commit, a crime on the premises or against program personnel, we may disclose your health information to law enforcement officials. We may disclose health information about you to authorized federal officials for intelligence and other national security activities authorized by law.

- **Research purposes:** In limited circumstances, we may disclose your health information for research purposes. For instance, a research project might involve comparing the health and recovery of all clients receiving one medication to those receiving another medication for the same condition.
- **We may disclose your dental and medical health information for purposes of treatment and health-care operations:** We may disclose your health information to your child(ren)'s physician and/or dental specialist in order to assist your treatment. We may disclose your health information to coordinate your case management.

Your Protected Health Information Rights

Although your health record is the physical property of SmileWorks Kids Dentistry, the information contained in it belongs to you. You have the right to:

- Obtain a paper copy of this notice of information practices upon request.
- Inspect and copy your health record as provided for in 45 CFR 164.524.
- Amend your health record as provided in 45 CFR 164.528.
- Request copies of authorizations that we have asked you to sign.
- Obtain an accounting of disclosures of your health information as provided in 45 CFR 164.528.
- Request a restriction on certain uses and disclosures of your information as provided by 45 CFR 164.522.
- Revoke (in writing) your authorization to use or disclose health care information, except to the extent that action has already been taken.
- Request confidential communication of your health care information by alternative means or at alternative locations. To request confidential communications, you must make your request in writing.

Our Responsibilities

- Maintain the privacy of your health care information.
- Provide you with this notice regarding our legal duties and privacy practices regarding information we collect and maintain about you.
- Notify you if we are unable to agree to a requested restriction.
- Accommodate reasonable requests you may have to communicate health information in a confidential manner.
- Abide by the terms of this notice.

We reserve the right to change our practices and to make the new provisions effective for all protected health care information we maintain. If we change our information practices, we will provide a revised notice to you, either in person or by mail at the address you've supplied us. In addition, any revisions to this notice will be posted in the office of SmileWorks Kids Dentistry. We will not use or disclose your health information without your authorization, except as described in this notice. We will also discontinue to use or disclose your health care information after we have received a written revocation of the authorization, according to the procedures included in the authorization.

For More Information or To Report a Problem

If you believe your privacy rights have been violated, if you have questions, or would like additional information, you may contact Dr. Anu Malik, Professional Relations Manager of SmileWorks Kids Dentistry at (941) 953-2111.

SmileWorks Kids Dentistry respects your right to the privacy of your health information. There will be no retaliation in any way for filing a complaint with us or the U.S. Department of Health and Human Services.

Office for Civil Rights

**U. S. Department of Health and Human Services
200 Independence Avenue, SW
Room 509F, HHH Building
Washington, D. C. 20201**

Privacy Notice

This privacy notice discloses the privacy practices for (smileworkskids.com). This privacy notice applies solely to information collected by this website. It will notify you of the following:

1. What personally identifiable information is collected from you through the website, how it is used and with whom it may be shared.
2. What choices are available to you regarding the use of your data.
3. The security procedures in place to protect the misuse of your information.
4. How you can correct any inaccuracies in the information.

Information Collection, Use, and Sharing

We are the sole owners of the information collected on this site. We only have access to/collect information that you voluntarily give us via email or other direct contact from you. We will not sell or rent this information to anyone.

We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your request (e.g to process a payment)

Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

Your Access to and Control Over Information

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via the email address or phone number given on our website:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

Security

We take precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline.

Wherever we collect sensitive information (such as credit card data), that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a lock icon in the address bar and looking for "https" at the beginning of the address of the Web page.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable

information. The computers/servers in which we store personally identifiable information are kept in a secure environment.

Cookies

We use "cookies" on this site. A cookie is a piece of data stored on a site visitor's hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you would not have to log in a password more than once, thereby saving time while on our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our site. Some of our business partners may use cookies on our site (for example, advertisers). However, we have no access to or control over these cookies.

If you feel that we are not abiding by this privacy policy, you should contact us immediately via telephone at 941-953-2111 or via email at info@smileworkskids.com.