



This notice describes how medical information about you may be used and disclosed and how you can get access to this information. Please review it carefully.

SUMMARY – NOTICE OF PATIENT PRIVACY

Your Rights

You have the right to:

- Get a copy of your paper or electronic medical record
- Correct your paper or electronic medical record
- Request confidential communication
- Ask us to limit the information we share
- Get a list of those with whom we've shared your information
- Get a copy of this privacy notice
- Choose someone to act for you
- File a complaint if you believe your privacy rights have been violated

Our Uses and Disclosures

We may use and share your information as we:

- Treat you
- Run our organization
- Bill for your services
- Help with public health and safety issues
- Comply with the law
- Respond to lawsuits and legal actions

DETAILED EXPLANATION – NOTICE OF PATIENT PRIVACY

When it comes to your health information, you have certain rights. This section explains your rights and some of our responsibilities to help you.

Get an electronic or paper copy of your medical record

- You can ask to see or get an electronic or paper copy of your medical record and other health information we have about you. Ask us how to do this.
- We will provide a copy or a summary of your health information, usually within 30 days of your request. We may charge a reasonable, cost-based fee.

Ask us to correct your medical record

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

Request confidential communications

- You can ask us to contact you in a specific way (for example, home or office phone) or to send

mail to a different address.

- We will say “yes” to all reasonable requests.

Ask us to limit what we use or share

- You can ask us not to use or share certain health information for treatment, payment, or our operations. We are not required to agree to your request, and we may say “no” if it would affect your care.
- If you pay for a service or health care item out-of-pocket in full, you can ask us not to share that information for the purpose of payment or our operations with your health insurer. We will say “yes” unless a law requires us to share that information.

Get a list of those with whom we’ve shared information

- You can ask for a list (accounting) of the times we’ve shared your health information for six years prior to the date you ask, who we shared it with, and why.
- We will include all the disclosures except for those about treatment, payment, and health care operations, and certain other disclosures (such as any you asked us to make). We’ll provide one accounting a year for free but will charge a reasonable, cost-based fee if you ask for another one within 12 months.

Get a copy of this privacy notice

You can ask for a paper copy of this notice at any time, even if you have agreed to receive the notice electronically. We will provide you with a paper copy promptly.

Choose someone to act for you

- If you have given someone medical power of attorney or if someone is your legal guardian, that person can exercise your rights and make choices about your health information.
- We will make sure the person has this authority and can act for you before we take any action.

For certain health information, you can tell us your choices about what we share. If you have a clear preference for how we share your information in the situations described below, talk to us. Tell us what you want us to do, and we will follow your instructions.

In these cases, you have both the right and choice to tell us to:

- Share information with your family, close friends, or others involved in your care

If you are not able to tell us your preference, for example if you are unconscious, we may go ahead and share your information if we believe it is in your best interest. We may also share your information when needed to lessen a serious and imminent threat to health or safety.

In these cases we never share your information unless you give us written permission:

- Marketing purposes
- Sale of your information

Our Uses and Disclosures

Data Collected:

We collect basic patient information to facilitate accurate and personalized communication, including name, email, cell phone number, address, zip code, and date of birth.

We collect basic patient information from online forms, online appointment scheduling, patient portal, via patient calls & from in-office forms to facilitate accurate and personalized communication, including name, email, cell phone number, address, zip code, and date of birth.

How do we typically use or share your health information? We use SMS to enhance patient care and communication. Patients receive appointment reminders, treatment follow-ups, and

health-related notifications directly to their mobile phones. Our messaging prioritizes timely, essential information for patient convenience and engagement, ensuring easy access to dermatology services and updates.

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

Treatment:

We can use your health information and share it with other professionals who are treating you. Example: A doctor treating you for an injury asks another doctor about your overall health condition.

Run our organization

We can use and share your health information to run our practice, improve your care, and contact you when necessary.

Example: We use health information about you to manage your treatment and services.

Bill for your services

We can use and share your health information to bill and get payment from health plans or other entities. Example: We give information about you to your health insurance plan so it will pay for your services.

How else can we use or share your health information?

We are allowed or required to share your information in other ways – usually in ways that contribute to the public good, such as public health. 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

Help with public health and safety issues

We can share health information about you for certain situations such as:

- Preventing disease
- Helping with product recalls
- Reporting adverse reactions to medications
- Reporting suspected abuse, neglect, or domestic violence
- Preventing or reducing a serious threat to anyone’s health or safety

Comply with the law

We will share information about you if state or federal laws require it, including with the Department of Health and Human Services if it wants to see that we’re complying with federal privacy law.

Data Protection:

We are committed to protecting patient data with robust security measures. All collected information is safeguarded using industry-standard encryption and access controls, ensuring compliance with healthcare privacy regulations (e.g., HIPAA). These security protocols protect patient data against unauthorized access and ensure it remains confidential at all times.

Privacy and SMS Communication Consent:

SMS Opt-In and phone numbers collected for SMS purposes will not be shared with third parties and affiliates for marketing purposes.

Terms of service for SMS:

SMS For Consent Communication

The information obtained as part of the SMS consent process will not be shared with third parties for marketing purposes.

Types of SMS Communications

If you have consented to receive text messages from Dermatology & Skin Surgery Center, P.C., you may receive text messages related to patient care and communication. Patients receive appointment reminders, treatment follow-ups, and health-related notifications directly to their mobile phones. Our messaging prioritizes timely, essential information for patient convenience and engagement, ensuring easy access to dermatology services and updates.

For Example: Hello Thank you for contacting Dermatology & Skin Surgery Center, P.C., how can we help you? Reply Stop to opt-out at any time. Message and data rates may apply, for assistance, text Help" or visit our Privacy Policy and Terms of Service for SMS at <https://dermandskin.com/patient-privacy-form/>

Message Frequency: Our SMS message frequency will vary depending on your service request, however, we may send at least 2 text messages to you daily.

Potential Fees for SMS Messaging: Many carriers charge a fee for each message sent or received. This can vary depending on the carrier's pricing structure and whether the message is sent domestically or internationally.

Opt-In Method: Customer will Opt-In for SMS messaging from Dermatology & Skin Surgery Center, P.C. through electronic forms on our website located at <https://dermandskin.com/forms/>, this agreement for SMS will not be shared with third parties for marketing purposes.

Opt-out: Customer will be able to opt out of SMS messaging from Dermatology & Skin Surgery Center, P.C. by replying STOP at any time to any received SMS message, once opted-out they will receive no further SMS communication. They can Opt back In at any time by replying START

Standard Messaging Disclosures:

Message and data rates may apply.

Message Frequency May Vary

You can opt-out at any time by texting 'STOP.'

For assistance, text 'HELP' or visit our Privacy Policy and Terms of Service for SMS at <https://dermandskin.com/patient-privacy-form/>

Address law enforcement and other government requests

We can use or share health information about you:

- For law enforcement purposes or with a law enforcement official
- With health oversight agencies for activities authorized by law
- For special government functions such as military, national security, and presidential protective services

Respond to lawsuits and legal actions

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

Our Responsibilities

- We are required by law to maintain the privacy and security of your protected health information.
- We will let you know promptly if a breach occurs that may have compromised the privacy or security of your information.
- We must follow the duties and privacy practices described in this notice and give you a copy of it.
- We will not use or share your information other than as described here unless you tell us we can in writing. If you tell us we can, you may change your mind at any time. Let us know in writing if you change your mind.
- If you have a concern regarding your patient privacy, please contact our Privacy Officer, Dean Height at:

Dermatology & Skin Surgery Center, PC
210 Village Center Pkwy
Stockbridge, GA 30281
(770) 474-5952

- For more information see: www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/noticepp.html

Changes to the Terms of this Notice

We can change the terms of this notice, and the changes will apply to all information we have about you. The new notice will be available upon request, in our office, and on our web site at: www.dermandskin.com