

---

**NOTICE OF PRIVACY POLICIES AND CONSENT:**  
**This Notice Describes How Your Medical Information May Be Used And Disclosed And What Rights You Have.**

**PLEASE REVIEW IT CAREFULLY.**

---

**TREATMENT, PAYMENT, AND HEALTH CARE OPERATIONS**

By law, we are allowed to use or disclose your Protected Health Information (PHI) without your written consent for the purpose of treatment, payment, or health care operations. Examples include scheduling appointments; examinations; prescribing corrective lenses, visual aids, or medications and providing prescription information to suppliers; referrals for other medical care; getting copies of past records; acquiring guarantor/insurance information; processing bills or claims; financial or billing audits; internal quality assurance; personnel decisions; credentialing; legal defense; audits including fraud and abuse detection; business planning and record storage.

**USES AND DISCLOSURES FOR OTHER REASONS WITHOUT PERMISSION**

In some other limited situations, the law allows us to use or disclose your PHI without your permission. Examples include disclosures required by law, subpoenas or court orders; reporting threats to health or safety; suspected abuse or neglect; knowledge relating to a crime; public health oversight; organ procurement; worker's compensation disclosures; incidental disclosures; de-identified information; "limited data sets" for research and disclosures to "business associates" who are under contractual obligation to respect the privacy of your PHI. Any information that is disclosed will be limited to the minimum information required and will only be given to parties with the proper authorization to obtain this information. Unless you object, we will also share relevant information about your care with family or friends helping with your care. If required to disclose PHI by law, we will limit our use or disclosure to the relevant requirement of the law.

**APPOINTMENT REMINDERS/ NOTIFICATIONS**

We may call, write or email you to notify you of routine examinations due, appointment confirmation, order status or services available at our office. We may leave a message if you are not available. Unless you tell us otherwise, we will mail you an appointment reminder on a post card and/or email you at the address you have given us.

**OTHER USES AND DISCLOSURES**

We will not make any other uses or disclosures of your PHI unless you sign a written "authorization form," the content of which is determined by federal law. The authorization may be revoked at any time by writing to the contact below.

**YOUR RIGHTS REGARDING YOUR HEALTH INFORMATION**

All requests for PHI must be made in writing and will be responded to within 30 days. You may ask us to restrict our uses and disclosures for purposes of treatment (except emergency treatment), payment or health care operations. We do not have to agree to this, but if we do, we must honor the restrictions that you want. You may ask us to communicate with you in a confidential way, such as using a specific telephone number or address. We will accommodate reasonable requests. There may be a charge for any additional cost involved with the request. You may request that you, or a person you specify, receive written or electronic copies of your PHI. You may have to pay for these records in advance.

**Additional Rights:**

- The use and disclosure of a decedent's PHI is subject to the same protections as that of a living person. If an authorization is required, it must be obtained from the decedent's personal representative but need only be provided for a period of 50 years from the date of death.

- An individual may request that PHI concerning a health care item or service for which the individual has paid in full not be disclosed to a health plan for payment or health care operations.
- Marketing activities – We must obtain your authorization prior to using or disclosing any of your health information for marketing purposes unless such marketing communications take the form of face-to-face communication we may make with individuals.
- Sale of health information – We do not currently sell or plan to sell your health information and must seek your authorization prior to doing so.
- Fundraising – In the event that we participate in any fundraising, we may use or disclose your demographic information in order to contact you for our fundraising activities.
- Psychotherapy notes – Although we do not create or maintain psychotherapy notes, we are required to notify you that we generally must obtain your authorization prior to using or disclosing any such notes.
- It is our obligation to maintain the privacy of an individual's PHI. In the event of a breach, we will notify you as required by law.

By law, there are a few limited situations in which we can refuse to permit access or copying. If we deny your request, we will send you a written explanation, and instructions about how to get an impartial review of our denial if one is legally available. If we do not agree, a statement of your position and any rebuttal statement that we may write will be included in your PHI and will be included anytime we disclose your PHI. You may request a list of our disclosures for your PHI. By law, this list will not include: disclosures for personal treatment, payment or health care operations, disclosures with your authorization; incidental disclosures; disclosures required by law; and some other limited disclosures. You are entitled to one such list per year without charge. You can receive additional paper copies of this Notice of Privacy Practices upon request.

#### **OUR NOTICE OF PRIVACY PRACTICES (NPP)**

We are obligated by law to protect your PHI and to abide by the terms of this NPP. We reserve the right to change this notice at any time as allowed by law. Any changes in our NPP will be posted in our office and on our website and will apply to any PHI that we already have as well as any that we may generate in the future.

#### **COMPLAINTS**

If you think we have not properly respected the privacy of your PHI, you may contact our office. If you are not satisfied with the manner in which this office handles a complaint, you may submit a formal complaint to U.S. Dept. of Health and Human Service, Office for Civil Rights.

#### **CONTACT INFORMATION**

For more information about our privacy practices you may call, write or visit our office at:

Carrboro Family Vision, LLC  
200 W. Weaver Street, Suite 1  
Carrboro, NC 27510

I have read this document and understand it. I consent to the use and disclosure of my health information for the purposes of treatment, payment, and healthcare operations.

Signature:

Date: