

# Privacy Notice

## Right to Notice

As a patient, you have the right to adequate notice of the uses and disclosures of your protected health information. Under the Health Insurance Portability and Accessibility Act (HIPAA), Eye Candy Optometry & Eyewear may use your protected health information for:

- Treatment - Eye Candy Optometry & Eyewear may use or disclose your health information to a physician or other health care provider providing treatment to you.
- Health care operations - Eye Candy Optometry & Eyewear may use and disclose your health information in connection with our health care operations.
- Health care operations include quality assessment and improvement activities, reviewing the competency or qualifications of health care professionals, evaluating provider performance, conducting training programs, accreditation, certification, licensing or credentialing activities.

## Your Authorization

Most uses and disclosures that do not fall under treatment, payment or health care operations will require your written authorization. Upon signing, you may revoke your authorization (in writing) through our practice at any time.

## Emergency Situations

In the event of your incapacity or an emergency situation, Eye Candy Optometry & Eyewear may disclose health information to a family member, or another person responsible for your care, using our professional judgment. Eye Candy Optometry & Eyewear will only disclose health information that is directly relevant to the person's involvement in your health care.

## Marketing

Eye Candy Optometry & Eyewear will not use your health information for marketing communications without your written authorization.

## Required by Law

Eye Candy Optometry & Eyewear may use or disclose your health information when we are required to do so by law.

## Abuse or Neglect

Eye Candy Optometry & Eyewear may disclose your health information to appropriate authorities if we reasonably believe that you are a possible victim of abuse, neglect or domestic violence, or the victim of other crimes. We may disclose your health information to the extent necessary to avert a serious threat to your or another person's health or safety.

## National Security

Eye Candy Optometry & Eyewear may disclose the health information of Armed Forces personnel to military authorities under certain circumstances. We may disclose health information to authorized federal officials required for lawful intelligence, counterintelligence and other national security activities. We may disclose health information of inmates or patients to the appropriate authorities under certain circumstances.

## Appointment Reminders

We may use or disclose your health information to provide you with appointment reminders via phone, e-mail or letter.

## Your Rights as a Patient

You have the right to restrict (in writing) the disclosure of your protected health information. The request for restriction may be denied if the information is required for treatment, payment or health care operations.

- You have the right to receive confidential communications regarding your protected health information.
- You have the right to inspect and copy your protected health information.
- You have the right to amend your protected health information.
- You have the right to receive an account of disclosures of your protected health information.
- You have the right to a paper copy of this notice of privacy practices.