

## JBL NEW YORK CITY - NOTICE OF PRIVACY PRACTICES

**This Notice of Privacy Practices (“NPP”) describes how medical information about you may be used and disclosed and how you can get access to this information. Please review it carefully.**

### INTRODUCTION

JBL New York City (“JBL”) is required under Federal law, specifically the Health Insurance Portability and Accountability Act of 1996 ("HIPAA") to maintain the privacy of your protected health information which includes providing you with a notice of its legal duties and a description of the types of information that we gather about you, with whom that information may be shared, and your rights. This NPP describes your privacy protections and other rights related to your health information under HIPAA. You may be afforded additional protections and rights under other Federal laws and/or State law that are not described in this NPP.

The term "health information," as used in this NPP, refers to any individually identifiable information which is created, received, maintained, or transmitted by JBL, and which concerns your health care and treatment, and payment for such care and treatment. Special privacy protections, not outlined within this NPP, may apply to HIV-related health information, substance use disorder information, mental health information, and genetic or genetic testing information.

JBL reserves the right to revise this NPP and to make the revised or changed NPP effective for health information already maintained as well as any health information in the future. JBL will post a copy of the current NPP (with an effective date) in conspicuous locations at its office and on its public website.

### PERSONAL INFORMATION

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- First name and last name
- Email address
- Phone number
- Business name
- Website URL
- Our social media pages
- Address, State, Province, ZIP/Postal code, City
- Any personal data you post on our website or social media pages
- Data about how you use our website
- Technical data such as your IP address, your login data, details about your browser, time zone settings, and other technology on the devices you use to access our website
- Your marketing and communication preferences
- Any information that you directly provide to us, whether through our contact form, over the phone, by email, or otherwise
- Photographs of you at events
- Cookies and Usage Data

The privacy of your personal information is very important to us. All staff members who come in contact with your personal information are aware of the sensitive nature of the information that you have disclosed to us. They are all trained in the appropriate uses and protection of your information. Please read and review this privacy policy for more details.

Your information will NEVER be sold to any third party.

## **USES AND DISCLOSURES OF PERSONAL INFORMATION**

We use and disclose personal information about you for treatment, payment, and healthcare operations. For example:

- **Treatment:** We may use and disclose your personal information to a physician, employees, medical consultants, contractors, or other Healthcare provider providing treatment to you. We may employ third-party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, perform Service-related services, or assist us in analyzing how our Service is used. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose. In almost all cases, this information is obfuscated and randomized to protect your identity.
- **Healthcare Operations:** We may use and disclose your health information in connection with our healthcare operations. Healthcare operations include quality assessment and improvement activities, review of healthcare professionals, evaluating performance, conducting training programs, accreditation, certification, licensing, or credentialing activities.
- **Persons Involved In Care:** We may use or disclose health information to notify or assist in the notification of (including identifying or locating) a family member, your personal representative, or another person responsible for your care, your location, your general condition, or death.
- **Legal Proceedings.** We may use or disclose your health information if we are required to do so by law. If you are involved in a lawsuit or a legal dispute, we may disclose your health information in response to a court or administrative order. We may also disclose your health information in response to a subpoena, discovery request, or other lawful process by someone else involved in the dispute, but only if efforts have been made to tell you about the request or to obtain an order protecting the information requested.
- **Law Enforcement.** We may use and disclose your health information for law enforcement purposes, including the following: (i) to identify or locate a suspect, fugitive, material witness, or missing person; (ii) in circumstances pertaining to victims of a crime; (iii) in the case of deaths we believe may be the result of criminal conduct; (iv) in the case of crimes occurring at the offices of JBL; and (v) to report a crime in an emergency, the location of the crime or victims, or the identity, description, or location of the person who committed the crime.
- **Death.** We may use and disclose your health information in order to notify, or assist in locating, individuals if they have legal authority to act on your behalf, a personal representative, or other person involved in your care, about your death, unless doing so would be inconsistent with any prior preference or instruction that you had expressed in writing.

- **Coroners, Medical Examiners, Funeral Directors, and Organ Donations.** We may use and disclose your health information to a coroner, medical examiner, or funeral director, as necessary to carry out their duties. We may also use and disclose your health information for the purposes of organ, eye, and tissue donations.
- **Disaster Relief.** We may use and disclose your health information to a public or private entity authorized by law or other authority to assist in disaster relief efforts, for the purpose of coordinating notifications to your family members, next of kin, personal representative, or others responsible for your care.
- **Abuse or Neglect:** We may disclose your health information to appropriate authorities if we reasonably believe that you are a possible victim of abuse, neglect, domestic violence, or the possible victim of other crimes. We may disclose your health information to the extent necessary to avert a serious threat to your health, safety, or the safety of others.
- **National Security:** We may disclose to military authorities the health information of Armed Forces personnel under certain circumstances. We may disclose to authorized federal officials health information required for lawful intelligence, counterintelligence, and other national security activities. We may disclose to a correctional institution having custody of protected health information of a patient under certain circumstances.
- **Appointment Reminders:** We may use or disclose some of your health information to provide you with appointment reminders (such as texts, emails, voicemail messages, postcards, or letters.)
- **Payment:** We may use and disclose your health information to obtain payment for services provided to you. We also may use and disclose health information to your health plan about a treatment or procedure you are going to receive in order to obtain prior approval or to determine whether your plan will cover it. For health care or services paid for in full by you, you may request that we limit the health information shared with your insurance company, to the extent permitted by law.
- **Your Authorization:** In addition to our use of your health information for treatment, payment, or healthcare operations, you may give us written authorization to use your health information to disclose it to anyone for any purpose. If you give us authorization, you may revoke it in writing at any time. Your revocation will not affect any use or disclosures permitted by your authorization while it was in effect.
- **To Your Family and Friends:** We must disclose your health information to you, as described in the Patient Rights section of this Notice. With written authorization, we may disclose your health information to a family member, friend, or another person, to the extent your authorization permits us to do so.
- **Analytics:** We may use third-party Service Providers to monitor and analyze the use of our Service. You may opt out of the following analytics services in the manner described below:
  - **GOOGLE ANALYTICS:** Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. You can opt out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on, which prevents Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more

information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>.

**BEHAVIORAL REMARKETING:** JBL New York City and its marketing service Social Dental NOW, LLC, and other marketing agencies or affiliates use remarketing services to connect and market to you on third-party websites to you after you have visited our website or social media platform. You may opt out of the following remarketing services in the manner described below:

- **GOOGLE ADS:** Google AdWords remarketing service is provided by Google Inc. You can opt out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <https://www.google.com/settings/ads>.
- **TWITTER:** Twitter remarketing service is provided by Twitter Inc. You can opt out of Twitter's interest-based ads by following their instructions: <https://support.twitter.com/articles/20170405>. You can learn more about the privacy practices and policies of Twitter by visiting their Privacy Policy page: <https://twitter.com/privacy>.
- **FACEBOOK:** Facebook remarketing service is provided by Facebook Inc. You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/164968693837950>. To opt out of Facebook's interest-based ads, follow these instructions from Facebook: <https://www.facebook.com/help/568137493302217>

**VOLUNTARY ONGOING CONTACT:** Visitors are allowed to browse our website and our social media pages without entering any personal information. The option to enter your name, email address, phone number, or any other personal information into our online forms or scheduling system is purely voluntary to help us communicate with you. By entering information on our website or social media pages or visiting our website, you are granting us permission to use said information for our practice to track and follow up with your requests and to attempt to connect with you via email, chats, texts, and social media.

If you become a patient, sometimes our practice takes before and after photos of you and close-ups of your smile. By becoming patient at our office, you are granting your permission for us potentially, in some cases, use these smile close-ups on our online smile gallery. These close-ups are of your smile only and the work we do; we will not use your face or anything with identifiable information about you.

## **PATIENT RIGHTS**

- **Access:** You have, with limited exceptions, the right to look at or get copies of your health information. You must make a request in writing to obtain access to your health information. You may obtain a form to request access by using the contact information listed at the end of this Notice. We will charge you a reasonable cost-based fee for expenses, such as copies and staff time. You may also request access by sending us a letter to the address at the end of this Notice. If you request copies, we will charge you both per page of information, staff time at an hourly rate, and postage cost if the copies are mailed to you. You may request that we provide copies in a format other than photocopies. We will use the format you request unless we cannot practicably do so, and we will charge a cost-based fee for providing your health information in that format. Contact us using the information at the end of this Notice for a full explanation of our fee structure.
- **Disclosure Accounting:** You have the right to receive a list of instances in which we have disclosed your health information for purposes other than treatment, payment, healthcare operations, and certain other activities for the last seven years. If you request this accounting more

than once in 12 months, we may charge you a reasonable, cost-based fee for the responding to the additional requests.

- **Restriction:** You have the right to request that we place additional restrictions on our use or disclosure of your health information. We are not required to agree to these additional restrictions, but if we do, we will abide by our agreement (except in an emergency.)

**ONLINE COMMUNICATIONS:** By accepting services from Hillsboro you agree to our mutual non-disparagement agreement. JBL New York City will not speak or write about any patient publicly in any negative fashion. By accepting services from us, you agree to reciprocate this agreement and not publicly comment negatively about us. Further, you represent that you understand and agree that the name and other proprietary information about JBL New York City is valuable intellectual property, protected by law and that disparaging JBL New York City, its dentists, treatment providers, or its staff in any manner, or in any medium, would damage the value of this intellectual property.

To permit JBL New York City to protect its intellectual property, you hereby grant JBL New York City and its representatives the non-revoke-able right and power to remove or have removed any and all disparaging or negative information you've said, written, or published about JBL New York City, its employees, or agents by you from any media. Further, you understand such comments would cause reputable harm to JBL New York City, and you would be responsible for that harm.

**LIABILITY:** You assume the sole risk of transmitting your information as it relates to the use of this website or our social media pages, and for any data corruptions, intentional interceptions, intrusions or unauthorized access to information, or any delays, interruptions to, or failures preventing the use this website or other social media pages. In no event shall JBL New York City be liable for any direct, indirect, special, consequential, or monetary damages, including fees and penalties in connection with your use of materials posted on this website or our social media pages or connectivity to or from this site to any other site.

**LIMITATION OF MARKETING HEALTH-RELATED SERVICES:** Other than in the limited and unidentifiable fashion described above in "**voluntary ongoing contact**," JBL New York City will not use your personal information for marketing communications without your written authorization.

**THIRD PARTIES - OTHER WEBSITES:** Our Website or social media pages may contain links to other websites. You understand that these websites are not under our control and are not subject to our Privacy Policy. These websites will likely have their own privacy policies, and we urge you to read those policies before using the website or social media pages. We have no responsibility for these websites and provide links to these websites solely for your convenience. You acknowledge that your use and access of these other websites are solely at your own risk. It is your responsibility to check the privacy policies of these other websites to see how they treat your personal information.

#### **QUESTIONS AND ISSUES:**

**If you have any issue with JBL New York City, the fastest course of action to solve any issue is to call the practice directly. Your calls are always welcome.**

Please contact us if you want more information about our privacy practices or have questions or concerns. If you are concerned that we may have potentially violated your privacy rights, or you disagree with a decision we have made about access to your health information or in response to a request you have made to amend or restrict the use or disclosure of your health information, we ask you to immediately bring your concern to our attention using the contact information listed at the end of this Notice.

We fully support your right to the privacy of your health information. We will not respond adversely in any way if you choose to file a complaint with us.

**CONTACT INFORMATION:**

JBL New York City  
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NEW YORK, NEW YORK 10021  
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info@jblnyc.com