

Southern Dermatology Privacy Policy.

Notice of Privacy Practices

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.

If you have any questions about this notice, please contact Our Privacy Officer at 919-782-2152.

Effective Date: April 14, 2003

Revised: June 2019

We are committed to protecting the privacy of your personal health information (PHI).

This Notice of Privacy Practices describes how we may use, within our practice or network, and disclose (share outside of our practice or network) your PHI to carry out treatment, payment or health care operations. We may also share your information for other purposes that are permitted or required by law. This notice also describes your rights to access and control your PHI.

We are required by law to maintain the privacy of your PHI. We will follow the terms outlined in this notice.

We may change our notice at any time. Any changes will apply to all PHI. Upon your request, we will provide you with our revised policy which can be obtained in our office or by mail. Posting the new notice in our office.

Uses and Disclosures of Protected Health Information

We may use or disclose (share) your PHI to provide health care treatment for you. Your PHI may be used and disclosed by your physician, our office staff, and others outside of our office that are involved in your care and treatment for the purpose of providing health care services to you.

EXAMPLE: Your PHI may be provided to a physician to whom you have been referred for evaluation to ensure that the physician has the necessary information to diagnose or treat you. We may also share your PHI, from time-to-time to another physician or health care provider (e.g., a specialist or laboratory) who, at the request of your physician, becomes involved in your care by assisting with your health care diagnosis or treatment to your physician.

We may also share your PHI with people outside of our practice that may provide medical care for you, such as home health agencies.

We may use and disclose your PHI to obtain payment for services. We may provide your PHI to others to bill or collect payment for services. There may be services for which we share information with your health plan to determine if your insurance company will cover the service.

PHI may be shared with the following:

Billing companies, insurance companies, health plans, Government agencies to assist with qualification of benefits, collection agencies (EXAMPLE: You are seen at our practice for a procedure. For insurance, we will need to provide a listing of services such as x-rays or testing, so that we can get paid for the procedures. We may, at times, contact your health care plan to receive approval before performing specific procedures to ensure the services will be covered.)

We may use or disclose, as-needed, your PHI to support the business activities of this practice, which are called health care operations.

EXAMPLES:

Training students, other health care providers, or ancillary staff such as billing personnel to help them learn or improve their skills. Quality improvement processes which look at delivery of health care and for improvement in processes which will provide safer, more effective care for you.

Use of information to assist in resolving problems or complaints within the practice. We may use and disclose your PHI in other situations without your permission:

If required by law: The use or disclosure will be made in compliance with the law and will be limited to the relevant requirements of the law. For example, we may be required to report gunshot wounds or suspected abuse or neglect.

Public health activities: The disclosure will be made to control disease, injury or disability and only to public health authorities permitted by law to collect or receive information. We may also notify individuals who may have been exposed to a disease or may be at risk of contracting or spreading a disease or condition.

Health oversight agencies: We may disclose protected health information to a health oversight agency for activities authorized by law, such as audits, investigations, and inspections. Oversight agencies seeking this information include government agencies that oversee the health care system, government benefit programs, other government regulatory programs, and civil rights laws.

Legal proceedings: To assist in any legal proceeding or in response to a court order, in certain conditions, in response to a subpoena, or other lawful processes.

Police or other law enforcement purposes: The release of PHI will meet all applicable legal requirements for release.

Coroners, funeral directors: We may disclose protected health information to a coroner or medical examiner for identification purposes, determining the cause of death or for the coroner or medical examiner to perform other duties authorized by law.

Medical research: We may disclose your protected health information to researchers when their study has been approved by an institutional review board that has reviewed the research proposal and established protocols to ensure the privacy of your protected health information.

Special government purposes: Information may be shared for national security purposes, or if you are a member of the military, under limited circumstances.

Correctional institutions: Information may be shared if you are an inmate or under the custody of the law, which is necessary for your health or the health and safety of other individuals.

Workers' Compensation: Your protected health information may be disclosed by us as authorized to comply with workers' compensation laws and other similar legally-established programs.

Other uses and disclosures of your health information:

Business Associates: Some services are provided through the use of contracted entities called "business associates". We will always release only the minimum amount of PHI necessary so that the business associate can perform the identified services. We require the business associate(s) to safeguard your information appropriately. Examples of business associates include billing companies or transcription services.

Health Information Exchange: We may make your health information available electronically to other healthcare providers outside of our facility who are involved in your care.

Treatment Alternatives: We may provide you notice of treatment options or other health-related services that may improve your overall health.

Appointment Reminders: We may contact you as a reminder about upcoming appointments or treatment.

We may use or disclose your PHI in the following situations UNLESS you object.

We may share your information with friends or family members, or other persons directly identified by you at the level they are involved in your care or payment of services. If you are not present or able to agree/object, the healthcare provider using professional judgment will determine if it is in your best interest to share the information. For example, we may discuss post-procedure instructions with the person who drove you to the facility unless you tell us specifically not to share the information.

We may use or disclose protected health information to notify or assist in notifying a family member, personal representative, or any other person that is responsible for your care, including your location, general condition or death.

We may use or disclose your protected health information to an authorized public or private entity to assist in disaster relief efforts.

The following uses and disclosures of PHI require your written authorization:

Marketing

Disclosures of for any purposes which require the sale of your information.

Release of psychotherapy notes: Psychotherapy notes are notes by a mental health professional to document a conversation during a private session. This session could be with an individual or with a group. These notes are kept separate from the rest of the medical record and do not include: medications and how they affect you, start and stop time of counseling sessions, types of treatments provided, results of tests, diagnosis, treatment plan, symptoms, prognosis.

All other uses and disclosures not recorded in this notice will require a written authorization from you or your personal representative.

Written authorization explains how you want your information used and disclosed. Your written permission may be revoked at any time, in writing. Except to the extent that your doctor or this practice has used or released information based on the direction provided in the authorization, no further use or disclosure will occur.

Your Privacy Rights:

You have certain rights related to your protected health information. All requests to exercise your rights must be made in writing. Please submit your written request for your PHI to the attention of the Practice Administrator at Southern Dermatology.

You have the right to see and obtain a copy of your protected health information. Meaning, you may inspect and obtain a copy of protected health information about you that is contained in a designated record set for as long as we maintain the protected health information. If requested we will provide you a copy of your records in an electronic format. There are some exceptions to records which may be copied, and the request may be denied. We may charge you a reasonable cost-based fee for a copy of the records.

You have the right to request a restriction of your protected health information. You may ask for this practice not to use or disclose any part of your protected health information for the purposes of treatment, payment, or healthcare operations. We are not required to agree with these requests. If we agree to a restriction request, we will honor the restriction request unless the information is needed to provide emergency treatment.

There is one exception: We must accept a restriction request to restrict disclosure of information to a health plan if you pay out of pocket in full for a service or product unless it is otherwise required by law.

You have the right to request us to communicate in different ways or in different locations.

We will agree to reasonable requests. We may also request an alternative address or other methods of contact, such as mailing information to a post office box. We will not ask for an explanation from you about the request.

You may have the right to request an amendment of your health information. You may request an amendment of your health information if you feel that the information is not correct along with an explanation of the reason for the request. In some instances, we may deny your request for an amendment at which time you will have an opportunity to disagree.

You have the right to a list of people or organizations who have received your health information from us.

This right applies to disclosures for purposes other than treatment, payment, or healthcare operations. You have the right to obtain a listing of these disclosures that occurred after April 14, 2003. You may request them for the previous six years or a shorter timeframe. If you require more than one list within 12 months, you may be charged a reasonable fee.

Additional Privacy Rights:

You have the right to obtain a paper copy of this notice from us, upon request. We will provide you a copy of this notice the first day we treat you at our facility. In an emergency situation, we will give you this notice as soon as possible.

You have a right to receive notification of any breach of your protected health information.

Complaints:

If you think we have violated your rights or you have a complaint about our privacy practices you can contact:

The Practice Administrator at Southern Dermatology at 919-782-2152.

You may also complain to the United States Secretary of Health and Human Services if you believe we have violated your privacy rights. If you file a complaint, we will not retaliate against you for submitting a claim.

This notice was published and became effective on April 13, 2003, revision date: March 27, 2015.

This notice describes our privacy policy. By visiting southernderm.com, you are accepting the practices described in this Privacy Notice.

1. Introduction

1.1 Southern Dermatology is a dermatological practice based out of Raleigh, North Carolina. At Southern Dermatology, we are committed to protecting the data you share with us. This privacy policy explains how Southern Dermatology processes information that can be used to directly or indirectly identify an individual ("Personal Data") collected through the use of its website and platform.

1.2 We are committed to safeguarding the privacy of our website visitors. This policy applies where we are acting as a data controller with respect to the personal data of our website users.

1.3 We use cookies on our website. Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your web browser to enable our systems to recognize your browser and provide features to facilitate purchases, maintain your profile, and organize your history. The Help portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the settings or visiting the Website of its manufacturer. However, please note that without cookies, you may not be able to take full advantage of all of our sites' features. In addition, disabling cookies may cancel opt-outs that rely on cookies, such as web analytics or targeted advertising opt-outs. Hence, we recommend that you leave them turned on.

1.4 In this policy, "we", "us", and "our" refer to Southern Dermatology.

2. Collection and use

2.1.General

In this section, we have set out:

The general categories of personal data we may process

The purpose for which we may process personal data; and
The legal bases of the processing

2.2 Website Visitors

If you are a Visitor to our website only, and not a Respondent to a survey, then this section is relevant for you. By visiting this website, you consent to the collection and use of your Personal Data as described herein. If you do not agree with the terms set out herein, please do not visit this website. If required by applicable law, we will seek your explicit consent to process Personal Data collected on this website or volunteered by you. Kindly note that any consent will be entirely voluntary. However, if you do not grant the requested consent to the processing of your Personal Data, the use of this website may not be possible.

Southern Dermatology may collect, record, and analyze information of Visitors to its website. We may record your IP address and use cookies. Southern Dermatology may add information collected by way of pageview activity. Furthermore, Southern Dermatology may collect and process any Personal Data that you volunteer to us in our website's forms, such as when you register for events or sign up for information and newsletters. If you provide Southern Dermatology with your social media details, Southern Dermatology may retrieve publicly available information about you from social media.

Such Personal Data may comprise your IP address, first and last name, your postal and email address, your telephone number, your job title, data for social networks, your areas of interest, interest in Southern Dermatology services or products, and certain information about the company you are working for (company name and address), as well as information as to the type of relationship that exists between Southern Dermatology and yourself.

Southern Dermatology gathers data about visits to the website, including numbers of Visitors and visits, Geo-location data, length of time spent on the site, pages clicked on or where Visitors have come.

2.2.1 Purpose of processing personal data:

Southern Dermatology uses the collected data to communicate with Visitors, to customize content for Visitors, to show ads on other websites to Visitors, and to improve its website by analyzing how Visitors navigate its website.

2.2.2 Sharing personal data

Southern Dermatology may also share such information with service vendors or contractors to provide a requested service or transaction or to analyze the Visitor behavior on its website.

2.2.3 Cookies

Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your Web browser to enable our systems to recognize your browser and provide features to facilitate purchases, maintain your profile, and organize your history. The Help portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the settings or visiting the Website of its manufacturer. However, please note that without cookies, you may not be able to take full advantage of all of our sites' features. In addition, disabling cookies may cancel opt-outs that rely on cookies, such as web analytics or targeted advertising opt-outs. Hence, we recommend that you leave them turned on.

2.2.4 Links to other sites

Please be aware that while visiting our website, Visitors can follow links to other sites that are beyond our sphere of influence. Southern Dermatology is not responsible for the content or privacy policy of these other sites.

2.2.5 Web Beacons

We also use "web beacons," "pixel tags," "clear GIFs," or similar means (individually or collectively "Web Beacons") on our Site. A Web Beacon is an electronic image, often a single pixel, embedded on web pages. Web Beacons are ordinarily not visible to users. Web Beacons allow us to count the number of users who have visited certain pages of the site, to deliver branded services, and to generate statistics about how our website is used. We do not tie the information gathered by clear gifs to your personally identifiable information. Our privacy statement does not cover the use of cookies by our third-party tracking partners. We do not have access or control over these cookies. Southern Dermatology's partners may use session ID cookies to support our site functionality such as web analytics reporting.

2.3 Inquiries

If you wish to inquire about your Personal Data that may have been collected in a Southern Dermatology survey, please call our office at (919) 782 2152.

2.3.1 Collection of Respondent data

Respondent data includes data from individuals uploaded, transferred, or manually entered by a Respondent to provide feedback to Southern Dermatology by responding to surveys. Personal Data may include, personal contact information such as name, home address, home telephone or mobile number, email address, and company information. Answers to questions by Respondents may also include Personal Data.

The purpose of collecting Personal Data as part of a survey will vary depending on the survey, as set up by Southern Dermatology.

2.3.3 Processing in the European Economic Area (EEA)

For Respondents in the European Data Region, all processing of Personal Data is performed in accordance with privacy rights and regulations following the EU Directive 95/46/EC of the European Parliament and of the Council of October 24, 1995 (the Directive), and the implementations of the Directive in local legislation. From May 25, 2018, the Directive and local legislation based on the Directive will be replaced by the Regulations (EU) 2016/679 of the European Parliament and of the Council of April 27 2016 on the protection of natural persons with regard to the processing of Personal Data and on the free movement of such data, known as the General Data Protection Regulation (GDPR), and Southern Dermatology's processing will take place in accordance with the GDPR.

2.3.4 Processing in the United States Of America (US)

For Respondents in the US Data Region, Southern Dermatology processes data solely in data centers located in the US.

All data collected by Southern Dermatology Respondents through surveys will be stored exclusively in secure hosting facilities provided by Squarespace Web Hosting and Hubspot Inc. Southern Dermatology's contract with its hosting provider ensures that all hosting is performed in accordance with the highest security regulations. Southern Dermatology's policy is to protect and safeguard any personal information obtained by Southern Dermatology in accordance with United States state or federal laws governing the protection of personal information and data. Accordingly, Southern Dermatology adheres to practices and policies that aim to safeguard the data.

2.3.5 Processing in other regions

For Respondents with accounts in other Data Regions, Southern Dermatology processes data solely in data centers located in the United States. Southern Dermatology has adopted reasonable physical, technical and organizational safeguards which substantially mirror the EU safeguards against accidental, unauthorized or unlawful destruction, loss, alteration, disclosure, access, use or processing of the Respondents data in Southern Dermatology's possession. Southern Dermatology will promptly notify the User in the event of any known unauthorized access to, or use of, the Respondents data.

3. Retention and deletion

Southern Dermatology will not retain data longer than is necessary to fulfill the purposes for which it was collected or as required by applicable laws or regulations.

4. Acceptance of these Conditions

We assume that all Visitors of our website and Respondents to surveys have carefully read this document and agree to its contents. If someone does not agree with this privacy policy, they should refrain from using our website and platform.

If you choose to visit Southern Dermatology, your visit and any dispute over privacy are subject to this Notice and our Terms of Service, including limitations on damages, resolution of disputes, and application of the law of the state of North Carolina. If you have any concern about privacy at Southern Dermatology, please contact us at the telephone numbers provided, describe the issue, and we will try to resolve it.

5. Changes To This Privacy Policy

Our business changes constantly, and our Privacy Notice and the Terms of Service will change as well. We may email periodic reminders of our notices and conditions unless you have instructed us not to, but you should check our Web site frequently to see recent changes.

Unless stated otherwise, our current Privacy Notice applies to all information that we have about you and your account. We stand behind the promises we make, however, and will never materially change our policies and practices to make them less protective of customer information collected in the past without the consent of affected customers.