



NOTICE OF PRIVACY PRACTICES

THIS STATEMENT DESCRIBES HOW HEALTH INFORMATION ABOUT PATIENTS MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY. THE PRIVACY OF YOUR HEALTH INFORMATION IS IMPORTANT TO US.

Our Legal Duty

We are required by applicable federal and state law to maintain the privacy of your child's health information. We are also required to give you this notice about our privacy practices, our legal duties, and your rights concerning your health information. We must follow the privacy practices that are described in this notice while it is in effect. This notice takes effect April 1, 2004 and will remain in effect until we replace it.

We reserve the right to change our privacy practices and the terms of this notice at any time, provided such changes are permitted by applicable law. We reserve the right to make the changes in our privacy policy and the new terms of our notice effective for all health information that we maintain, including health information we created or received before we made the changes. Before we make a significant change in our privacy practices, we will change this notice and make the new notice available upon request.

You may print this notice at any time for your use or request an additional copy from us, using the contact information provided at the end of the notice.

USES & DISCLOSURES

We use and disclose health information about your treatment, payment and healthcare operations. For example:

Treatment: We may use or disclose your health information to a physician or other healthcare provider providing treatment to you.

Payment: We may use and disclose your health information to obtain payment for services we provided.

Healthcare Operations: We may use and disclose your health information in connection with our healthcare operations. Healthcare operations include quality assessment and improvement activities, reviewing the competence or qualifications of healthcare professionals, evaluating practitioner and provider performance, conducting training programs, accreditation, certification, licensing or credentialing activities.

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 or to disclose it to anyone for any purpose. If you give us an authorization, you may revoke it in writing at any time. Your revocation will not effect any use or disclosures permitted by your authorization while it is in effect. Unless you give us a written authorization, we cannot use or disclose your health information for any reason except those described in this notice.

To Your Family and Friends: We must disclose your health information to you, as described in the Patients Rights section of this notice. We may disclose your health information to a family member, friend or other person to the extent necessary to help with your healthcare, but only if you agree that we may do so.

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 child's personal representative or another person responsible for your care, of their location, their general condition, or death. If you are present, then prior to use or disclosure of your health information, we will provide you with an opportunity to object to such uses or disclosures. In the event of your incapacity or emergency circumstances, we will disclose health information based on determination using our professional judgment disclosing only health information that is directly relevant to the person's involvement in your healthcare. We will also use our professional judgment and our experience with common practice to make a reasonable inference of your best interest in allowing a person to pick up filled prescriptions, medical supplies, x-rays, or other similar forms of health information.

Marketing Health-Related Services: We will not use your health information for marketing communications without written authorization.

Required by Law: We may use or disclose your health information when we are required by law.

Abuse or Neglect: We may disclose any health information of any patient to the appropriate authorities if we reasonable believe that they are a possible victim of abuse, neglect or domestic violence or the possible victim of other crimes. We may disclose health information to the extent necessary to avert a serious threat to any patient's health or safety or the health or safety of others.

National Security: We may disclose to military authorities the health information of Armed Forces personnel under certain circumstance. We may disclose to authorized federal officials health information required for lawful intelligence, counterintelligence, and other national security activates. We may disclose to correctional institution or law enforcement officials having lawful custody of protected health information of inmate or patient under certain circumstance.

Appointment Reminders: We may use of disclose your health information to provide you with appointment reminders (such as voicemail messages, postcards or letters)

PATIENT RIGHTS

Access: You have the right to look at or get copies of your health information, with limited exceptions. 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. (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 \$.25 for each page, \$20 per hour for staff time to locate and copy your health information, or a fee of \$10 for x-ray duplication and postage if you want the copies mailed to you. If you request an alternative format, we will charge a cost-based fee for providing your health information in that format. If you prefer, we will prepare a summary or an explanation of your health information for a fee. Contact us using the information listed 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 or our business associated disclosed your health information for purposes, other than treatment, payment, healthcare operations and certain other activities for the last 6 years, but not before April 14, 2003. If you request this accounting more then once in a 12 month period, we may charge you a reasonable, cost-based fee for responding to these 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)

Alternative Communication: You have the right to request that we communicate with you about your health information by alternative means or alternative locations. (you must make your request in writing.) Your request must specify the alternative means of location, and provide satisfactory explanation how payments will be handles under the alternative means or location you request.

Amendment: You have the right to request that we amend you health information. (Your request must be in writing, and it must explain why the information should be amended.) We may deny your request under certain circumstances.

Electronic Notice: If you receive this notice on our web site or by electronic (email), you are entitled to receive this notice in written form.

QUESTIONS OR COMPLAINTS

If you want more information about our privacy practices or have questions or concerns, please contact us.

If you are concerned that we may have violated you privacy rights, or you disagree with a decision we made about access to your health information or in response to a request you made to amend or restrict the use or disclosure of your health information or to have us communicate with you by alternative means or at alternative locations, you may complain to us using the contact information listed at the end of the notice. You also may submit a written complaint to the US Department of Health and Human Services. We will provide you with the address to file your complaint with the US Department of Health and Human Services upon request.

We support your right to the privacy of your health information. We will not retaliate in any way of you choose to file a complaint with use or with the US Department of Health and Human Services.

Contact Officer: Quia

Telephone: 916-984-4224 Fax: 916-984-4248

Address: 1568 Creekside Drive, Suite 201, Folsom, CA 95630

INTERNET PRIVACY

Collecting and Using Personal Information

Welcome to the Smile Time website. We appreciate your interest in us! When you visit and navigate our sites and when you communicate with us via our website, we will not collect personal information about you unless you provide us that information voluntarily. If you provide personal information to us voluntarily via our website, we will not sell, license or transmit that information outside of Smile Time and affiliated vendors/contractors who are involved in administering or providing services for fulfillment of your specific information requests (newsletters and e-health information). We will disclose information in compliance with applicable laws and regulations and will require recipients to protect the information and use it only for the purpose provided.

By “personal information,” we mean data that is unique to an individual, such as a name, address, social security number or telephone number. We may request personal information from you at our site in order to deliver requested materials to you, respond to your questions or deliver a product or service.

E-Mail and Asking Questions

It is important that you realize that any online health services and health information is not intended as a substitute for direct information from a trained medical professional. You should always consult directly with a medical professional for diagnosis and treatment of any specific health problems or immediate health concerns. The information on our website is not medical advice!

We welcome your health-related comments or questions or general questions about our website and have provided e-mail contact opportunities for that purpose. We will share your comments and questions with our customer service personnel and those employees most capable of addressing your questions and concerns.

Please note that your e-mail, like most, if not all, non-encrypted Internet e-mail communications, may be accessed and viewed by other Internet users, without your knowledge and permission, while in transit to us. For that reason, to protect your privacy, please do not use e-mail to communicate information to us that you consider confidential. If you wish, you may contact us instead via telephone at 916-984-4224

Healthcare Content on this Site

The health care information provided on or accessed from this site has been authored by Smile Time Dentistry and their affiliates, this information is for general knowledge and education and this content is not intended as a replacement for advice from your personal dental physician.

Information Security

Smile Time Dentistry will make every effort to safeguard your personal information. However, like other Internet sites, we cannot guarantee that it is completely secure from people who might attempt to evade security measures or intercept transmissions over the Internet.

Other Information/”Cookies”

You should also be aware that when you visit our website, we collect certain information that does not identify you personally, but provides us with “usage data,” such as the number of visitors we receive or what pages are visited most often. This data helps us to analyze and improve the usefulness of the information we provide online. We do not collect information about your specific use on the site or track what you view.

We use IP addresses to collect aggregate information about numbers of visitors and site usage. An Internet Protocol (IP) address is a number that is automatically assigned to your computer by your Internet Service Provider (ISP) whenever you access the Internet. This number may be the same each time you access the Internet or it may change. The address is logged on our server when your computer requests information. However, to allow users to access our site anonymously, your IP address is not linked with personal information about you. (We reserve the right, however, to use IP addresses to identify any individuals who threaten our site, service or customers.)

As our website develops, we may also use what is known as “cookie” technology. A “cookie” is an element of data that a website can send to your browser when you link to that website. It is not a computer program and has no ability to read data residing on your computer or instruct it to perform any step or function. By assigning a unique data element to each visitor, the website is able to recognize repeat users, track usage patterns and better serve you when you return to that site. The cookie does not extract other personal information about you, such as your name or address. Most browsers provide a simple procedure that will enable you to control whether you want to receive cookies by notifying you when a website is about to deposit a cookie file.

Linking to Other Sites

From time to time our website may provide links to other websites, not owned or controlled by Smile Time that we think might be useful or of interest to you. We cannot, however, be responsible for the privacy practices used by other website owners or the content or accuracy of those other websites. Links to various outside websites do not constitute or imply endorsement by Smile Time of these websites, any products or services described on these sites, or of any other material contained in them.

Changes to This Statement

Smile Time may change this statement from time to time without notice. This privacy statement is not intended to and does not create any contractual or other legal rights in or on behalf of any party.



**1568 Creekside Drive, Suite 201
Folsom, California 95630**

**tel: 916-984-4224
fax: 916-984-4248**