

Privacy Notice for Hudson Pediatric Dental

Effective Date: October 13, 2025

This notice of privacy practices (“**Privacy Notice**”) describes how medical information about patients and family members may be used and disclosed and how you can get access to this information. It also describes our practices concerning other personal data we may collect. Please review it carefully.

1. Scope

- 1.1. At Hudson Pediatric Dental (“**HPD**”), we are committed to protecting the privacy of patient information. We are required by federal law, specifically the **Health Insurance Portability and Accountability Act (“HIPAA”)**, to maintain the privacy of our patients' **Protected Health Information (“PHI”)** and to provide you with this Notice of our legal duties and privacy practices.
 - 1.2. PHI is information that may identify patients and family members and relates to their past, present, or future health and related care services.
 - 1.3. We also collect and process other personal information about patients and family members “**Personal Data**” related to your interactions with our office.
 - 1.4. HPD is required by law to: (1) maintain PHI in a confidential manner; (2) abide by the terms of this Privacy Notice; and (3) notify patients of HPD’s legal duties and policies with respect to PHI.
 - 1.5. HPD will make a good faith effort to obtain written acknowledgment of receipt of this Privacy Notice at the time of first service delivery.
 - 1.6. Criminals and governmental entities are known to intercept electronic communications and hack into computer networks and devices. HPD communicates with you over networks that may be compromised by sophisticated entities. HPD recommends that you avoid sending PHI over unencrypted channels, such as email. HPD uses secure links to send PHI to you and as otherwise described under this Privacy Notice.
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2. Use and Disclosure of PHI and Personal Data

We collect, use, and disclose PHI and Personal Data for the following purposes:

- 2.1. **For Routine Communications:** To send you periodic information, newsletters, and appointment reminders. HPD will not use or sell your PHI for marketing purposes without the express written authorization.
- 2.2. **For Treatment:** To provide, coordinate, or manage patient dental care. For example, we may share information with other dentists, doctors, or healthcare professionals involved in patient treatment.

- 2.3. **Treatment Alternatives and Health-Related Products and Services:** To recommend treatment alternatives or other health-related benefits and services that may be of interest to you. For example, HPD may send you information about products or services that may be beneficial to you based on your treatment.
- 2.4. **For Payment:** To obtain payment for our services. For example, we may send information about patient treatment to your insurance plan to secure payment.
- 2.5. **For Health Care Operations:** For our internal operations, such as quality assessment, staff training, routine business operations, quality assurance, to improve operations, and business management.
- 2.6. **Sale or Merger of the Practice:** In case of a sale or merger of the business.
- 2.7. **To Comply with Laws:** If required by law or government request, including for public health activities.
- 2.8. **Legal Rights:** For legal purposes, such as: addressing a violation of our policies; for fraud prevention; to address threats of illegal activity; in legal proceedings such as litigation; or in response to a court or administrative order.
- 2.9. **Law Enforcement:** HPD may release PHI: a) if requested by a law enforcement official: a) in response to a court order, subpoena, warrant, summons or similar process; b) to identify or locate a suspect, fugitive, material witness, or missing person; c) about the victim of a crime under limited circumstances; d) about a death HPD believes may be the result of criminal conduct; e) in emergency circumstances, to report a crime, the location thereof the victims, or the identity, description or location of the perpetrator.
- 2.10. **Coroners, Medical Examiners and Funeral Directors:** To identify a deceased person or determine the cause of death. HPD may release information to a funeral director, as necessary to carry out their duties with respect to the decedent.
- 2.11. **Organ and Tissue Donation:** If the patient is an organ donor, HPD may release information to organizations that handle organ procurement or organ, eye or tissue transplantation or to an organ donation bank, as necessary to facilitate such donation.
- 2.12. **Research, Education and Statistical Health Reporting:** HPD may use and disclose de-identified PHI and Personal Data in a manner that does not expressly or impliedly identify an individual patient for research projects, lectures, and other disclosures on related health matters. HPD may conduct lectures or research that discusses matters involved in treatment of patients without identifying any specific patients. HPD may use X-rays or test results for educational or research purposes that do not identify any specific patients.

- 2.13. Public Health and Safety:** For public health and safety related activities, including disclosures: a) to prevent or control disease, injury or disability; b) to report births and deaths; c) to report actual or suspected abuse, neglect or domestic violence; d) to prevent or lessen a serious and imminent threat to the health and safety of the patient or the public; e) to the Food and Drug Administration (“**FDA**”) for activities related to FDA-regulated products or services and to report reactions to medications or problems with products; e) to notify a person who may have been exposed to a disease or may be at risk for contracting or spreading a disease or condition.
- 2.14. Family and Friends:** To your family members or friends, who are directly relevant to involvement in your care or payment for your care. For example, HPD may disclose PHI to your spouse, partner, parent or child when such individual accompanies you into the exam room during treatment or while treatment is discussed. In situations where you are not capable of giving consent (because you are not present or due to your incapacity or medical emergency), HPD may, using professional judgment, determine that a disclosure to a family member or friend is in your best interest. In that situation, HPD will disclose only PHI relevant to the person’s involvement in your care. HPD may also use professional judgment and experience to make reasonable inferences that it is in your best interest to allow another person to act on your behalf to pick up your PHI or records. HPD may disclose your PHI to notify or assist a family member or friend responsible for your care regarding your location or health condition.
- 2.15. With Third Parties:** With third party service providers, contractors, or agents who perform services on our behalf. Any such third party will be bound by confidentiality obligations.
- 2.16. Specialized Governmental Functions:** For national security activities. HPD may release PHI as required by military authorities relating to members of the military.
- 2.17. Workers’ Compensation:** As necessary to comply with laws relating to workers’ compensation or other similar programs.
- 2.18. Disaster Recovery Efforts:** With public entities authorized by law or by charter to assist in disaster relief efforts.
- 2.19. Health Oversight:** For audits, investigations, inspections or licensing purposes. These disclosures may be necessary for certain state and federal agencies to monitor the health care system, government programs and compliance with civil rights laws or other legal or regulatory requirements.
- 2.20. With Your Consent:** With your consent, and/or for other purposes requested by you.

3. Your Rights Regarding PHI

Under HIPAA, you have the following rights regarding patient PHI:

- 3.1. **Right to Inspect and Copy:** You have the right to inspect and receive a copy of patient dental and billing records. You must submit a written request in order to inspect and/or copy your PHI. If you request a copy of your PHI, we may charge a fee for the costs of copying as approved by state law. We may deny your request to inspect and/or copy in certain limited circumstances.
 - 3.2. **Right to Amend:** If you believe that PHI we have is incorrect or incomplete, you have the right to correct or amend it.
 - 3.3. **Right to an Accounting of Disclosures:** You have the right to request a list of certain disclosures we have made of patient PHI.
 - 3.4. **Right to Request Restrictions:** You have the right to request a restriction on the use or disclosure for treatment, payment, or health care operations. For example, you may request that we restrict disclosure to your health plan if you pay out of pocket. We are not always required to agree to your request. To request restrictions you must send a written request to HPD.
 - 3.5. **Right to Revoke.** You may revoke your authorization to use or disclose PHI at any time so long as the revocation is in writing with a confirmation of receipt by HPD. If you revoke your authorization, HPD will no longer use or disclose PHI for the reasons covered by your written authorization, except to the extent that HPD has already used or disclosed PHI in reliance on your authorization. HPD is required to retain copies of PHI under New York State law regardless of any revocation.
 - 3.6. **Right to Request Confidential Communications:** You can ask that we communicate with you about health care matters in a certain way or at a certain location (e.g., cell phone only). HPD will make every effort to honor reasonable requests about your communication preferences.
 - 3.7. **Right to a Paper Copy of This Notice:** You have the right to a paper copy of this notice at any time.
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4. Website and Digital Privacy

This section describes our practices for information collected through our website.

- 4.1. **Information We Collect:** We may collect Personal Data, such as your name, email address, phone number, and financial information when you voluntarily submit it through our website's contact, payment, or appointment request pages. We may also collect Personal Data and other data through the use of cookies or other tracking technology to operate our site, for analytics, and to improve our website's functionality. Such information may include:
 - 4.1.1. IP Address
 - 4.1.2. Browser and device characteristics
 - 4.1.3. Operating system
 - 4.1.4. Language preference

- 4.1.5. Referring URLs
- 4.1.6. Device name
- 4.1.7. Country of residence
- 4.1.8. Rough geolocation information
- 4.1.9. How and when you use our site
- 4.1.10. Other technical information

- 4.2. **How We Use Your Information:** We use the information you provide online to respond to your inquiries, schedule appointments, and improve our services. Except as otherwise provided in this Privacy Notice, we do not sell your personal data to third parties.
- 4.3. **Minor's Personal Information:** Our website is not directed to children under the age of 13. Our office treats children of all ages, however parental consent is obtained for collection of PHI and Personal Data for minors under the age of 18.

5. State-Specific Privacy Rights

You may have additional rights under your state's respective data privacy laws regarding the personal data we collect through our website or other marketing channels. Please note that these rights **do not apply to PHI**, which is exclusively governed by HIPAA as described above. As a resident of some states, you have the right to:

- 5.1. **Access:** Confirm whether we are processing your Personal Data and access that data.
- 5.2. **Correct:** Correct inaccuracies in your Personal Data.
- 5.3. **Delete:** Request the deletion of your Personal Data, subject to our obligation to retain some Personal Data consistent with this Privacy Notice.
- 5.4. **Data Portability:** Obtain a copy of your Personal Data in a portable and readily usable format.
- 5.5. **Opt-Out:** Opt-out of the processing of your Personal Data for purposes of **(a)** targeted advertising, **(b)** the sale of Personal Data, or **(c)** profiling in furtherance of decisions that produce legal or similarly significant effects.

To exercise any of these rights, please contact our office using the information provided below. We will verify your request and respond within the time frame required by law.

6. Notice of Breach

If HPD determines that there has been a breach of your PHI or Personal Data that releases information about you in a manner not permitted by this Privacy Notice and contrary to

applicable State law or Federal law which actually compromises the security of your PHI, HPD will notify you in writing no later than sixty calendar days after the discovery of the breach according to the requirements under State or Federal law.

7. Changes to this Notice and Complaints

- 7.1. HPD may change this Privacy Notice at any time by placing a revised copy on the HPD web site and making a copy available in the office to patients. This Privacy Notice supersedes all prior notices or policies and governs all PHI held by HPD including that previously obtained. Each time you are seen at HPD for health care services, HPD will make available a copy of the current Notice in effect.
 - 7.2. If you believe your privacy rights have been violated, you may file a complaint with our Privacy Officer or with the U.S. Department of Health and Human Services. You will not be penalized for filing a complaint.
 - 7.3. You can file a complaint with the U.S. Department of Health and Human Services Office for Civil Rights by sending a letter to 200 Independence Avenue, S.W., Washington, D.C. 20201, calling 1-877-696-6775, or visiting <https://www.hhs.gov/hipaa/filing-a-complaint/index.html>.
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8. Contact Information

If you have any questions or wish to file a complaint, please contact our office manager Kelly Jaensch at: kelly@hudsonpediatricdental.com, 102 Grand St., Croton on Hudson, NY 10520, Tel: 914-271-5696.