



# NOTICE OF PRIVACY POLICIES FOR MASSAGE SERENITY, LLC

THIS NOTICE DESCRIBES HOW INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.

## Introduction

At Massage Serenity, LLC, we are committed to treating and using protected health information about you responsibly. This Notice of Health Information Practices describes the personal information we collect, and how and when we use or disclose that information. It also describes your rights as they relate to your protected health information. This Notice is effective January 1, 2003, and applies to all protected health information as defined by federal regulations.

## Understanding Your Health Record/Information

Each time you visit Massage Serenity, LLC, a record of your visit is made. Typically, this record contains your symptoms, examination and test results, diagnoses, treatment, and a plan for future care or treatment. This information, often referred to as your health or medical record, serves as a:

- Basis for planning your care and treatment
- Means of communication among the many health professionals who contribute to your care
- Legal document describing the care you received
- Means by which you or a third-party payer can verify that services billed were actually provided
- A tool in educating health professionals
- A source of data for medical research,
- A source of information for public health officials charged with improving the health of this state and the nation
- A source of data for our planning and marketing
- A tool with which we can assess and continually work to improve the care we render and the outcomes we achieve

Understanding what is in your record and how your health information is used helps you to: ensure its accuracy, better understand who, what, when, where, and why others may access your health information, and make more informed decisions when authorizing disclosure to others.



## Your Health Information Rights

Although your health record is the physical property of Massage Serenity, LLC, the information belongs to you. You have the right to:

- Obtain a paper copy of this notice of information practices upon request
- Inspect and copy your health record as provided for in 45 CFR 164.524
- Amend your health record as provided in 45 CFR 164.528
- Obtain an accounting of disclosures of your health information as provided in 45 CFR 164.528
- Request communications of your health information by alternative means or at alternative locations
- Request a restriction on certain uses and disclosures of your information as provided by 45 CFR 164.522, and
- Revoke your authorization to use or disclose health information except to the extent that action has already been taken

## Our Responsibilities

- Massage Serenity, LLC is required to:
- Maintain the privacy of your health information
- Provide you with this notice as to our legal duties and privacy practices with respect to information we collect and maintain about you
- Abide by the terms of this notice
- Notify you if we are unable to agree to a requested restriction, and
- Accommodate reasonable requests you may have to communicate health information by alternative means or at alternative locations

We reserve the right to change our practices and to make the new provisions effective for all protected health information we maintain. Should our information practices change, we will mail a revised notice to the address you've supplied us, or if you agree, we will email the revised notice to you.

We will not use or disclose your health information without your authorization, except as described in this notice. We will also discontinue to use or disclose your health information after we have received a written revocation of the authorization according to the procedures included in the authorization.



## For More Information or to Report a Problem

If have questions and would like additional information, you may contact the practice's Privacy Officer, Shanea Bibbs at (248) 781-8010

If you believe your privacy rights have been violated, you can file a complaint with the practice's Privacy Officer, or with the Office for Civil Rights, U.S. Department of Health and Human Services. There will be no retaliation for filing a complaint with either the Privacy Officer or the Office for Civil Rights. The address for the OCR is listed below:

Office for Civil Rights  
U.S. Department of Health and Human Services  
200 Independence Avenue, S.W.  
Room 509F, HHH Building  
Washington, D.C. 20201

## Examples of Disclosures for Treatment, Payment and Health Operations

### We will use your health information for treatment.

**For example:** Information obtained by a massage therapist, or a member of the office staff will be recorded in your record and used to determine the course of treatment that should work best for you. Your therapist(s) will document in your record their expectations of the outcome of your treatment. Your therapist(s) will then record the actions they took and their observations. This information will be provided to your referring physician, when applicable. In that way, the physician will know how you are responding to treatment.

### We will use your health information for payment.

**For example:** A bill may be sent to you or a third-party payer. The information on or accompanying the bill may include information that identifies you, as well as your diagnosis, procedures, and supplies used.

### We will use your health information for regular health operations.

**For example:** Members of the staff may use information in your health record to assess the care and outcomes in your case and others like it. This information will then be used in an effort to continually improve the quality and effectiveness of the healthcare and service we provide.

**Business Associates:** There are some services provided in our organization through contacts with business associates. An example is copy services used when making copies of some health records. When these services are contracted, we may disclose your health information to our business associate so that they can perform the job we've asked them to do and bill the appropriate party for services rendered. To protect your health information, however, we require the business associate to appropriately safeguard your information.

**Notification:** We may use or disclose information to notify or assist in notifying a family member, personal representative, or another person responsible for your care, your location, and general condition.



*Coroners, Medical Examiners and Funeral Directors:* We may disclose health information to funeral directors consistent with applicable law to carry out their duties.

*Communication with Family:* Health professionals, using their best judgment, may disclose to a family member, other relative, close personal friend or any other person you identify, health information relevant to that person's involvement in your care or payment related to your care.

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

*Marketing:* We may contact you to provide appointment reminders or information about treatment alternatives or other health-related benefits and services that may be of interest to you. Please notify us in writing if you do not wish to be contacted for appointment reminders.

*Food and Drug Administration (FDA):* We may disclose to the FDA health information relative to adverse events with respect to product and product defects, or post marketing surveillance information to enable product recalls, repairs, or replacement.

*Workers Compensation:* We may disclose health information to the extent authorized by and to the extent necessary to comply with laws relating to workers compensation or other similar programs established by law.

*Public Health:* As required by law, we may disclose your health information to public health or legal authorities charged with preventing or controlling disease, injury, or disability.

*Law Enforcement:* We may disclose health information for law enforcement purposes as required by law or in response to a valid subpoena or court order.

*Health Oversight:* Federal law makes provision for your health information to be released to an appropriate health oversight agency, public health authority or attorney, for the purpose of inspections, licensing, investigations or audits.

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## General Privacy Policies

We respect your interest in your privacy and as a result we have created this informational disclosure.

We collect and use personal information for many purposes, including but not limited to, billing; product and service fulfillment; to better understand our customer needs; to provide a better website, products and services; to communicate with customers and potential customers regarding our products and services and third party products and services.

Generally, your private information will only be disclosed to our owners, employees, independent contractors, subsidiaries, partners, affiliates, attorneys, consultants, business associates, service providers, suppliers and agents, acting on our behalf or request. This general rule, and disclosures in specific situations, is more particularly described below.

You must be at least 18 years old to access this website. We do not direct this website to persons under 18, nor do we knowingly collect any personal information from children under the age of thirteen.

## Information Collected by our ISP



The hosting provider for this Internet site (as with any Internet site) has the ability to record various information, including domain name, pages accessed, date and time of access, web browser type and computer operating system, and referring information, and to disclose this information. This is most commonly done by providing access to raw server logs. For more information you should perform an Internet search on 'server logs' or 'raw server logs.' We may have access to our raw server logs and access reports prepared by our hosting provider.

## Financial Information for Billing Purposes

We sell products and services. When sales are made financial information must be disclosed. This information can include any number of facts you are asked to provide, but most commonly includes your name, financial / credit card information, billing address, and email address. Generally, this purchase information will be provided by you to a third party payment processor and we do not receive your financial / credit card information.

In the event we do receive financial / credit card information, we will not disclose it to anyone unless disclosure is required by law or a court order, or unless disclosure is required to address an issue implicated by the financial transaction. If you claim that your financial information was used to make a purchase you did not authorize, details about the financial transaction may be disclosed to law enforcement and anyone else we deem necessary to address the matter.

## Use of Email Addresses and other Contact Information

An important part of our services includes being able to provide information to you. As a result, you expressly consent to receiving communications from us via email, fax, telephone, mail, or any other delivery method.

As a customer you are agreeing to receive information about the product or service you purchased. This may include, but is not limited to, information about product or service updates, new features, or information we believe you may find interesting.

We may also send you information about other products and services our company offers.

We will not sell, provide, or transfer you email address to others.

We may allow advertising to our customers, or engage in joint ventures, which result in your receiving advertisements from selected third parties.

## Identification of Purchasers

If you purchase one of our products or services, you authorize us to use your name and identification information in advertising or promotions.

We also use personal information in an aggregate form (i.e., not individually attributable to you) for business analysis, operational, marketing and other promotional purposes.

## Cookies



Cookies may be used to keep track of referred affiliate commissions and to monitor access to our website. You consent to any future use of cookies for testing purposes and the use of cookies for publicly available data to gather statistics for the purpose of determining which search engines, referring sites, key words, etc., bring visitors to our website, which pages visitors are most interested in, what web browsers are used, etc. Various providers may be used for this purpose. The purpose is obtain information that will help promote the website, make the website more interesting and useful to visitors, and to identify areas where improvement is needed. Additionally, various third party information suppliers and other entities that provide information for this website, or for use by us, may use cookies. Examples include, but are not necessarily limited to billing providers, third party advertisers, and third party resources we promote.

## Disclosure by Necessity

Information is also subject to disclosure if we believe that disclosure is necessary to identify, contact or bring an action against someone who may be causing injury to or interfering (either intentionally or unintentionally) with our rights or property, your rights or property, other users of our website, products or services, or anyone else.

Private information may be disclosed if required by a court order, statute, law, or regulation. Information is subject to disclosure to address a claim that you are violating the terms of any agreement pertaining to your use of your use this website or our products or services, or rights of any third party.

As we continue to develop our business, we or our affiliates may sell or buy other businesses or entities, or we may merge with another company, or be bought by another company. In such transactions, personal information may be one of the transferred assets. Your information may be stored and processed in any country in which we maintain facilities or conduct operations. By using our website, products and services, you consent to any such transfer of information outside of your country.

After your account becomes inactive your information may remain in our databases, computers, and archives, and cannot reasonably be expunged.

## Policy Changes

These policies may be amended by us at any time and without notice, but will be posted at this page. You agree that your continued use of our websites, product or service after that date will constitute your consent and acceptance of the amendment.