

Cape Fear Sports Medicine is committed to protecting the privacy of the medical information and other personal information we keep regarding our patients. (We call this "personal information" throughout this notice.) We handle your personal information as required by state and federal laws. This privacy notice describes our policies for protecting the privacy of your personal information. Keeping your personal information private is a top priority for **Cape Fear Sports Medicine**.

What Information Do We Collect About You?

In providing services to you, we collect and use information that is necessary for treatment, payment, and healthcare operations. We gather the types of information described below through communications with the persons described below.

In the normal course of our operations, we may collect information from:

- You, through information you give us verbally or in writing. This includes information you provide on your registration form or on other forms, such as your address, telephone number, information about your health status, and information about insurance coverage you have.
- Your visits to our office, as documented in your medical record.
- Insurance companies that currently insure you or that have insured you in the past.
- Health care providers who currently treat you or have treated you in the past.

What Kinds of Disclosures Do We Make?

We will use and disclose your personal information only as permitted or required by law, or as authorized by you pursuant to a consent to release medical information or to a separate authorization we otherwise obtain from you.

In connection with our normal business activities, we work with a variety of third parties who help us in providing services to our patients, such as vendors who assist us and other health care providers who provide health care services to our patients. When we disclose personal information to vendors who assist us in providing patient services, we require appropriate contracts by which these vendors agree to protect the privacy of the personal information provided to them for these business purposes.

- Primarily, we use and disclose personal information for purposes of treatment, payment and health care operations as authorized by law, including using personal information to coordinate your medical care, process your insurance claims, facilitate proper billing, service your accounts, and perform quality assessment and measurement activities. We also may use and disclose personal information for certain other purposes for which the law does not require your consent (for example, public health emergencies or regulatory review by government agencies are otherwise allowed by law).
- We do not disclose information about you without your written authorization unless we are allowed or required to do so by law.
- If you cease to be our patient, we will not share information about you except as allowed or required by law.
- We may make additional disclosures to non-affiliated third parties where allowed by law and as necessary to fulfill our obligations to you.

Your Rights to Review Information

You have legal rights to access certain types of personal information held by us or within our control. To obtain access to the permitted types of personal information, you (or your authorized representative) must submit a written request for copies of such personal information. A fee may be charged to cover the cost of preparing the copies. After your written request is received, we will release personal information to you (or your authorized representative). If you have questions or concerns about the accuracy or completeness of the personal information we maintain about you, then you should submit those questions or concerns in writing to us. We will respond to your questions and concerns and honor your requests for access as appropriate and required by law. If someone other than **Cape Fear Sports Medicine** created the personal information in question, then we will direct you to the entity or individual who created it.

What are Our Policies for Protecting Your Personal Information?

We protect personal information we maintain about you by using physical, electronic, and procedural safeguards that meet or exceed applicable law. When our business activities require us to provide personal information to third parties, they must agree to follow appropriate standards of security and confidentiality regarding the personal information provided. Access to your personal information is restricted to appropriate business purposes, and our employees receive education and training on how to properly handle personal information. Each of our employees signs a confidentiality statement when he or she is hired, agreeing to abide by our privacy policy. In addition to these safeguards, we have developed a variety of other protections, including:

- Restricting access to personal information through internal procedures. These include setting up and maintaining user logins and passwords, assigning and maintaining user roles, and using screen savers and logouts.
- Restricting access to personal information by physical security measures in certain areas of our business operations, including: using employee name tags, restricting access to business areas containing patient information, securing the medical records room, keeping the check-in area quiet and patient information confidential and providing privacy at the check-out area.
- Using written informed consent authorization forms when sending patient information to another health care provider whenever possible.
- Using, where appropriate, confidentiality provisions in our contracts with third parties protecting the confidentiality of your personal information and restricting use and disclosure of this information.

Conclusion

We appreciate the opportunity to describe our privacy policies regarding your personal information. We value protecting the privacy of your personal information as part of our commitment to quality patient service.