

J. MATTHEW HOGENDOBLER, D.M.D.

LINKHORN POINT PROFESSIONAL CENTER

1729 Wildwood Drive, Suite 104

Virginia Beach, Virginia 23454

PRIVACY POLICY

Pursuant to THE GRAMM-LEACH-BLILEY ACT of 1999

POLICY OBJECTIVES

The personal information you provide our office is important to our business and vital to your dental care. We are not only committed to providing you with exceptional service, patient care and products, but also to the responsible collection, management and use of such information. Often in fulfilling these goals, we rely on, and sometimes share with other parties, information about you. We want you to understand what information we collect, how we collect and share it, and the measures we employ to protect such nonpublic information.

PERSONAL INFORMATION COVERED BY THIS POLICY

For the purposes of this Policy, the term "personal information" refers to any information we possess which identifies you personally and is not otherwise available to the public. This information includes, but is not limited to, general information (name, employer name, home and employer address and telephone numbers, email address, birth date, social security number, your benefits information, &c.), medical and dental history information, transaction information (services provided, fees, charges, payments, credits, debits & adjustments, &c.) legal information (criminal history, driver's license verification, &c.) and financial information (credit history, income, &c.)

COLLECTION OF NONPUBLIC PERSONAL INFORMATION

Our office may obtain personal information from you or a third party in any of the following ways:

- Acquaintance Questionnaire/Application for Admission as Patient of Record/Authority to Treat Contract
- Driver's License/Insurance Benefits Card(s)
- Personal Check(s)
- Benefits Providers
- Current or Previous Employer(s)
- Referring or Previous Service Provider(s)
- Consumer (Credit) Reporting Agencies
- Collection Agencies or Creditors
- Demographic or other third-party Marketing firms
- Online Email, "Cookies" or other Technology used to Capture Information such as Passwords and Web Site Usage Data
- Other sources

USE OF NONPUBLIC PERSONAL INFORMATION

Our office limits the use of personal information only to the information which we believe either helps us to serve our patients' families and their respective responsible parties or helps us conduct our business. We share such information with certain of our employees in order to enable them to perform business and/or treatment functions, such as the providing of dental/dental hygiene services, the billing of accounts receivable and the collections thereof. Under no circumstances will personal information be shared with any non-affiliate, third-party agency, other than those necessary to conduct business specific to your treatment or account, disclosures permitted or required by law, or marketing efforts specific to our office's own services.

DISCLOSURE OF NONPUBLIC PERSONAL INFORMATION

Our office may use and share all of the personal information described above relating to your transactions or experience with us, subject to applicable law and your acceptance of the "Release of Information" section in our Contract, with any of the following (these examples are not intended to be all-inclusive):

- Your Provider of Insurance/Benefits
- Other Health-Care Providers to whom you are or have been referred or by whom you are being or have been treated
- Third-Party Service Providers (Billing Companies, Collection Agencies, Credit Reporting Agencies, other Creditors, &c.)
- Third-Party Credit Providers (outside lenders from whom you seek credit, not necessarily specific to our office)
- Third-Party Account Purchasers (buyers of defaulted accounts)
- Other legally-entitled recipients (*i.e.* attorneys with whom you have filed a Release of Information, individuals with Powers of Attorney, &c.)

SECURITY OF NONPUBLIC PERSONAL INFORMATION

The security, confidentiality and integrity of personal information in our possession are matters of vital importance to our office and, within the reasonable limitations of ever-changing technological advancements, we take a number of steps to safeguard it against unauthorized access or use. We maintain physical, electronic and procedural safeguards that comply with federal and state standards to guard all nonpublic personal information. Our office has a state-of-the-art alarm system, and all physical patient records are maintained in a locked environment when no employees are physically present. All computer-maintained, physically-documented or verbally transmitted medical/dental history and transaction information is protected by our Confidentiality Policy and, where applicable, password-protected, accessible only to those employees and agents who assist us in providing products and services to you or conduct business specific to your account or personal information. Employees are apprised of our Confidentiality Policy, and any who fail to follow our established standards are subject to disciplinary action, which may include termination. Additionally, our office will continue to adhere to the policies described herein, even if you are no longer a patient of record or debtor with our office.

USE OF NONPUBLIC PERSONAL INFORMATION

Our office limits the use of personal information to only the information which we believe either helps us to serve our patients' families and their respective responsible parties or helps us conduct our business. We share such information with certain of our employees in order to enable them to perform business and/or treatment functions, such as the providing of dental/dental hygiene services, the billing of accounts receivable and the collections thereof.

PERIODIC CHANGES TO PRIVACY POLICY

Excepting the previous "Contract/Release of Information" agreement with you, this Privacy Policy supersedes all such office policies and other similar standards previously issued by our office. Since the standards set forth herein are subject to updates and other changes from time to time, any such changes will be made available to all relevant parties with whom a privacy/confidentiality issue exists, in a manner and to the extent required by law, usually on the reverse side of monthly billing statements or as insertions with collections notices.