

DR. FARLEY'S FAMILY ORTHODONTICS

Protecting Your Privacy

At Family Orthodontics we understand how important it is to our patients and their families that their private information would be kept confidential. We are committed to protecting and managing your information as explained in our privacy policy. We would like to take this opportunity to describe how Family Orthodontics gathers, retains, and protects the security of your information.

Gathering and Maintaining Your Information

In order to assist you with your financial needs and provide excellent service, it is often necessary to collect and maintain certain types of personal information. We may collect or retain nonpublic information about you from the following sources.

- Patient history forms that you provide to us information such as your name, address, social security number, work information, and insurance data.
- Information about your transactions with us such as payment history and account balances.

Sharing Information Outside Family Orthodontics

Our practice does not disclose nonpublic information about our patients or former patients to nonaffiliated third parties, except as permitted by law. This action may result in the disclosure of patient information in certain situations including, but not limited to:

- To provide information to assist us in processing your application for insurance processing or managing your account for credit purposes.
- To protect the integrity and security of your records including prevention of fraud and unauthorized transactions.
- To comply with the federal, state, or local laws, rules and other applicable legal requirements (such as subpoena, garnishment, or court order).

In situations where the patient information is shared, we require other parties to treat and maintain the privacy of your personal information to at least the same extent and with the same degree of diligence and careful attention that is required by Family Orthodontics.

Online Privacy

Family Orthodontics is committed to protecting customers and visitors to our web site, www.drmarkfarley.com. Accordingly, our Web site uses a variety of advanced Internet security technologies. One such security method is encrypting information that is transmitted. While accessing account information over the Internet or submitting information by using SSL Technology. Family Orthodontics also uses digital certification, and unique identifier to substantiate Family Orthodontics identity to your browser. Additionally, authentication is required when using online services. This method validates your identity.

Accurate Information

Maintaining accurate information is essential to protecting the integrity of our clients' records. Family Orthodontics takes all precautions, in accordance with the reasonable industry standards, to ensure information is current and complete. If you become aware of any inaccurate information, please help us correct it by contacting our office at 1-877-9BRACES.

Security Practices to Protect Your Information

To further safeguard your information, we limit the availability of your information to our employees. Employees may only access your information for legitimate business purposes, and are trained to respect your privacy concerns and to safeguard your personal information. Furthermore, as technology becomes more advanced, Family Orthodontics is continuously modified its physical, electronic and procedural safeguards to ensure compliance with the federal state standards and to protect your nonpublic personal information.

Effective January 1, 2003

I have read and understand the above privacy policy.

SIGNATURE OF RESPONSIBLE PARTY

DATE