

# DAVISON ROAD OPTICAL, INC.

**Davison Road Optical**  
500 Davison Road  
Lockport, NY 14094

**Newfane Family Eyecare**  
2731 Main Street  
Newfane, NY 14108

## NOTICE OF PRIVACY PRACTICES

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

**THE PRIVACY OF YOUR HEALTH CARE INFORMATION IS IMPORTANT TO US.**

---

### **OUR LEGAL DUTY**

We are required by applicable federal and state law to maintain the privacy of your health information. We are also required to give you this Notice about our privacy practices, our legal duties, and your rights concerning your health information. We must follow the privacy practices that are described in this Notice while it is in effect. This Notice takes effect April 14, 2003, was revised September 19, 2013 and will remain in effect until we replace it. We reserve the right to change our privacy practices and the terms of this Notice at any time, provided such changes are permitted by applicable law. We reserve the right to make the changes in our privacy practices and the new terms of our Notice effective for all health information that we maintain, including health information we created or received before we made the changes. Before we make a significant change in our privacy practices, we will change this Notice and make the new Notice available upon request. You may request a copy of our Notice at any time. For more information about our privacy practices, or for additional copies of this Notice, please use the information listed at the end of this Notice.

### **USES AND DISCLOSURES OF HEALTH INFORMATION**

We use and disclose health information about you for treatment, payment, and healthcare operations. In performing these functions, we only use or disclose the minimum amount of information necessary. The following examples are not meant to be exhaustive, but to describe the types of uses and disclosures that may be made by our office.

**Treatment:** Examples of how we may use or disclose information for treatment purposes are: setting up an appointment for you; testing or examining your eyes; prescribing glasses, contact lenses, or eye medications and transmitting them to be filled; showing you low vision aids; referring you to another doctor or clinic for eye care or low vision aids or services; consultation between healthcare providers; or obtaining copies of your health information from another professional that you may have seen before us.

**Payment:** Examples of how we may use or disclose your health information for payment purposes are: asking you about your health or vision care plans, or other sources of payment; preparing and sending bills or claims; and collecting unpaid amounts (either ourselves or through a collection agency or attorney).

**Health Care Operations:** These are administrative and managerial functions that we have to do in order to run our office. Examples of how we may use or disclose your health information for health care operations re: financial or billing audits; internal quality assurance; training; personnel decisions; participation in managed care plans; defense of legal matters; and business planning. When health information is shared with third party "business associates" that perform necessary operational activities for the practice, for example; billing, prescription fulfillment, and claim review, the business associate will have the same privacy requirements as our practice to protect and not disclose your health information.

**Your Authorization:** In addition to our use of your health information for treatment, payment or healthcare operations, you may give us written authorization to use your health information or to or to disclose it to anyone for any purpose. If you give us an authorization, you may revoke it in writing at anytime. Your revocation will not effect any use or disclosures permitted by your authorization while it was in effect. Unless you give us a written authorization, we cannot use or disclose your health information for any reason except those described in this Notice.

**To Your Family and Friends:** We must disclose your health information to you, as described in the Patient Rights section of this Notice. We may disclose your health information to a family member, friend, or other person to the extent necessary to help with your healthcare or with payment for your healthcare, but only if you agree that we may do so or, if you are not able to agree, if it is necessary in our professional judgement.

**Persons Involved In Care:** We may use or disclose health information to notify, or assist in the notification of, (including identifying or locating) a family member, your personal representative or another person responsible for your care, of your location, your general condition, or death. If you are present, then prior to use or disclosure of your health information, we will provide you with an opportunity to object to such uses or disclosures. In the event of your incapacity or emergency circumstances, we will disclose health information based on a determination using our professional judgement disclosing only health information that is directly relevant to the person's involvement in your healthcare. We will also use our professional judgement and our experience with common practice to make reasonable inferences of your best interest in allowing a person pick up forms of health related items for you.

**Marketing Health-Related Services:** We will not use or sell your health information for marketing communications without your written authorization.

**Required by Law:** We may use or disclose your health information when we are required to do so by law.

**Abuse or Neglect:** We may also disclose your health information to appropriate authorities if necessary for investigation of abuse, neglect, or domestic violence. We may disclose your health information to the extent necessary to avert a serious threat to your health or safety or the health or safety of others.

**National Security:** We may disclose to military authorities the health information of Armed Forces personnel under certain circumstances. We may disclose to authorized federal officials health information required for lawful intelligence, counterintelligence, and other national security activities. We may disclose to correctional institution or law enforcement official having lawful custody of protected health information of inmate or patient under certain circumstances.

**Appointment Reminders:** We may call or write to remind you of scheduled appointments, or that it is time to make a routine appointment. We may also call or write to notify you of other treatments or services available at our office that might help you. Unless you tell us otherwise, we may mail you an appointment reminder on a post card, and/or leave you a reminder message on your home answering machine, cell phone or email, or with someone who answers the phone if you are unavailable.

---

## PATIENT RIGHTS

**Access:** You have the right to look at or get copies of your health information, and to request it be transmitted to another individual or entity, with limited exceptions. You may request that we provide copies in a format other than photocopies, such as a standard electronic format. We will use the format that you request unless we cannot practicably do so. **You must make a request in writing** to obtain access to your health information. You may obtain a form to request access by using the contact information located at the end of this Notice. You may also request access by sending a letter to the address at the end of this Notice. If you request copies, we will charge you a reasonable cost-based fee for each page, for staff time to locate and copy your health information, and postage if you want the information mailed to you. If you request an alternative format, we will charge a cost-based fee for providing your health information in that format. If you prefer, we will prepare a summary or an explanation of your health information for a reasonable fee.

**Disclosure Accounting:** You have a right to receive a list of instances in which we or our business associates disclosed your health information for purposes, other than treatment, payment, healthcare operations and certain other activities, for the last 6 years, but not before April 14, 2003. **You must make a request in writing.** If you request this accounting more than once in a 12-month period, we may charge you a reasonable cost-based fee for responding to these additional requests.

**Restriction:** You have the right to request that we place additional restrictions on our use or disclosure of your health information. **You must make a request in writing.** We are not required to agree to these additional restrictions, but if we do, we will abide by our agreement (except in an emergency).

**Out-of-Pocket Payments:** If you have paid out-of-pocket in full for a specific item or service, and you have requested that we not bill you health or vision plan for that item or service, you have the right to request that your health information, with respect to that item or service, not be disclosed to a health or vision plan for purposes of payment or health care operations. **You must make a request in writing.**

**Alternative Communication:** You have the right to request that we communicate with you about your health information by alternative means or to alternative locations. **You must make a request in writing.** Your request must specify the alternative means or location, and provide satisfactory explanation how payments will be handled under the alternative means or location you request.

**Amendment:** You have the right to request that we amend your health information. **You must make a request in writing,** and it must explain why the information should be amended. We may deny your request under certain circumstances.

**Electronic Notice:** If you receive this notice on our Web site or by any electronic means, you have the right to receive a paper copy of this Notice.

**Breach Notification:** We will take responsibility to notify you regarding breaches of any health care and related personal information that may pertain to you. We will report to all the affected individuals and to the necessary public authority agencies.

**Questions or Complaints:** If you want more information about our privacy practices or have questions or concerns, please contact us. You have the right to complain if you believe your privacy rights have been violated or if you disagree with a decision we made about your access to your health information. You may do so by using the contact information listed at the end of this notice. You may also submit a written complaint to the U.S. Department of Health & Human Services. We will provide you with this address upon request. We support your right to the privacy of your health information. We will not take any action against you for filing a complaint with us or with the U.S. Department of Health & Human Services.

**Contact Officer: Genevieve Snyder, Administrator**  
**Address: Davison Road Optical, Inc., 500 Davison Road, Lockport, NY 14094**  
**Phone: (716)-434-8063 Fax: (716)-434-2845**  
**Email: gen8992@roadrunner.com**