EGO BEAUTY & WELLNESS

NOTICE OF PRIVACY PRACTICES

Ego Beauty & Wellness | Modesto and Lodi, California

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

Ego Beauty & Wellness ("Ego," "we," or "our") respects the privacy of your health information. This notice describes our privacy practices for protected health information (PHI) maintained by the HIPAA-covered practice and the health professionals and workforce members operating under this notice. Some information is subject to stronger federal or California protections; we follow the more protective applicable law.

Your rights

You may request an electronic or paper copy of your medical record and other PHI in a designated record set; we generally provide access within 30 days under HIPAA, subject to permitted extensions, and comply with any shorter applicable California deadlines. Reasonable cost-based fees may apply. You may request correction of information you believe is inaccurate or incomplete; we may deny a request with a written explanation and information about your rights. You may request confidential communications at a different address or telephone number, and we will accommodate reasonable requests. You may ask us to limit uses or disclosures; we are not always required to agree, except that, when you pay in full out of pocket for a service and request it, we generally must not disclose PHI about that service to a health plan for payment or health care operations unless disclosure is required by law. You may request an accounting of certain disclosures, obtain a paper copy of this notice at any time, and designate a personal representative authorized by law. You may complain without retaliation.

How we may use and disclose information without your written authorization

Treatment: to evaluate, diagnose, coordinate and provide services, including communicating with other treating clinicians. Payment: to bill you, obtain payment, verify coverage or process claims. Health care operations: for quality review, training, audits, compliance, patient safety, practice management and other permitted operations. We may use service providers under appropriate business associate agreements when required. We may contact you about appointments, follow-up care, treatment alternatives and health-related benefits or services as allowed by law.

Other uses and disclosures permitted or required by law

When applicable legal conditions are satisfied, we may disclose PHI for public health and safety, reporting suspected abuse or neglect, health oversight, workers' compensation, certain law enforcement purposes, judicial or administrative proceedings, organ or tissue donation, coroners or medical examiners, research, serious threats to health or safety, specialized government functions, and compliance with laws or lawful requests. We may share limited information with family, friends or others involved in your care or payment when permitted by HIPAA and consistent with your preferences or professional judgment. California law may require additional consent or limit certain disclosures.

Uses requiring your authorization

We generally require your written authorization for uses or disclosures not otherwise permitted by law, including most uses of psychotherapy notes, marketing communications for which HIPAA requires authorization, and sale of PHI. Separate permission may be required for photographs, testimonials, social media posts, promotional before-and-after images, and disclosures of specially protected information. You may revoke an authorization in writing at any time, except to the extent we have already relied on it. We do not use identifiable treatment information in public-facing advertising without the necessary authorization.

Substance use disorder records protected by 42 CFR Part 2

If we create, receive, or maintain substance use disorder (SUD) patient records protected by 42 CFR Part 2, additional federal confidentiality rules apply. Such records may be used or disclosed for treatment, payment, and health care operations when authorized by a valid Part 2 consent or otherwise allowed by Part 2. A single consent may permit future treatment, payment, and operations uses and disclosures as allowed by law. Part 2 records generally may not be used or disclosed in civil, criminal, administrative, or legislative proceedings against you without your specific written consent or a qualifying court order and subpoena or other legal mandate, as applicable. If we intend to use Part 2 records for fundraising, we will give you a clear opportunity to opt out before doing so. Other special limitations may apply. If Ego itself operates a federally assisted Part 2 program, an additional or combined Part 2 patient notice may be required.

Fundraising and communications

If we contact you for fundraising as permitted by law, you may opt out of future fundraising communications. We will not condition treatment or payment on your choice. We may send appointment reminders and information about our services as permitted by HIPAA; communications that qualify as marketing under HIPAA or stricter California law will require any applicable prior authorization or consent. You may communicate your contact preferences to our Privacy Officer.

Our responsibilities

We are required to protect the privacy and security of PHI, provide this notice, and follow the terms of the notice currently in effect. We will notify affected individuals following a breach of unsecured PHI when required by law. We may change our practices and this notice; a revised notice may apply to all PHI we maintain. We will make updated copies available in our offices, on our website if applicable, and upon request.

Questions and complaints

For copies of this notice, privacy requests, questions, or complaints, contact Ego Beauty & Wellness at either office: Modesto: 1300 Mable Ave, Suite C, Modesto, CA 95355, (209) 249-0106; or Lodi: 109 N Church St, Lodi, CA 95240, (209) 330-0854. You may also file a complaint with the U.S. Department of Health and Human Services Office for Civil Rights. We will not retaliate against you for filing a complaint.

Practice locations covered by this notice

This notice applies to the Ego Beauty & Wellness locations operated by the covered legal entity. Modesto: 1300 Mable Ave, Suite C, Modesto, CA 95355. Lodi: 109 N Church St, Lodi, CA 95240.