

# Health Insurance Portability and Accountability Act (HIPAA)

Notice of Information Practices and Privacy Statement

**Apex Obstetrics & Gynecology, PLLC, Apex WeightlossMD, Laser Aesthetics & Liposuction, PLLC**

1021 W Williams Street, Suite 103 & 104; Apex, NC 27502

**How We Collect Information About You:** Apex Obstetrics & Gynecology, PLLC, Apex WeightlossMD, Laser Aesthetics & Liposuction, PLLC and its employees collect data through a variety of means including but not necessarily limited to letters, phone calls, emails, voicemails, and from the submission of applications that is either required by law, or necessary to process applications or other requests for assistance through our organization.

**What We Do Not Do With Your Information:** Information about your financial situation, medical conditions and care that you provide to us in writing, via email, on the phone (including information left on voicemails), contained in or attached to applications, or directly or indirectly given to us, is held in strictest confidence. We do not give out, exchange, barter, rent, sell, lend, or disseminate any information about applicants or patients who apply for or actually receive our services that is considered patient confidential, is restricted by law, or has been specifically restricted by a patient/client in a signed HIPAA consent form.

**How We Do Use Your Information:** Information is only used as is reasonably necessary to process your application or to provide you with health or counseling services which may require communication between Apex Obstetrics & Gynecology PLLC, Apex WeightlossMD, Laser Aesthetics & Liposuction PLLC and health care providers, medical products or service providers, pharmacies, insurance companies, and other providers necessary to: verify your medical information is accurate; determine the type of medical supplies or any health care services you need including, but not limited to; or to obtain or purchase any type of medical supplies, devices, medications, insurances, etc.

If you apply or attempt to apply to receive assistance through us and provide information with the intent or purpose of fraud or that results in either an actual crime of fraud for any reason including willful or unwillful acts of negligence whether intended or not, or in any way demonstrates or indicates attempted fraud, your non-medical information can be given to legal authorities including police, investigators, courts, and/or attorneys or other legal professionals, as well as any other information as permitted by law.

**Information We Do Not Collect:** We do not use cookies on our website to collect data from our site visitors. We do not collect information about site visitors except for one hit counter on the main index page ([www.apexobgyn.com](http://www.apexobgyn.com), [www.apexweightlossmd.com](http://www.apexweightlossmd.com) or [www.lalapex.com](http://www.lalapex.com)) that simply records the number of visitors and no other data. We do not use some affiliate programs that may or may not capture traffic data through our site. To avoid potential data capture that you have visited, simply do not click on any outside affiliate links.

**Limited Right to Use Non-Identifying Personal Information from Biographies, Letters, Notes and Other Sources:** Any pictures, stories, letters, biographies, correspondence, or thank you notes sent to us become the exclusive property of Apex Obstetrics & Gynecology, PLLC, Apex WeightlossMD, Laser Aesthetics & Liposuction, PLLC. We reserve the right to use non-identifying information about our patients (those who receive serves or goods from or through us) for promotion and promotional purposes that are directly related to our mission.

Patients will not be compensated for use of this information and no identifying information (photos, addresses, phone numbers, contact information, last names or uniquely identifiable names) will be used without patient's express advance permission.

You may specifically request that NO information be used whatsoever for promotional purposes, but you must identify any requested restrictions in writing. We respect your right to privacy and assure you no identifying information or photos that you send to us will ever be publicly used without your direct or indirect consent.

If you would like further assistance, please contact our Privacy Officer at (919) 387-3373.

Patient Signature: \_\_\_\_\_ Date: \_\_\_\_\_