

ATLANTA CHILDREN'S ENT, P.C. PRIVACY POLICY NOTICE

Atlanta Children's ENT, P.C. recognize that you expect us to protect your child's personal medical information. We respect your and your child's right to privacy; therefore, we are committed to maintaining the confidentiality, security, and integrity of your child's medical information. We want you to understand our policy that governs the handling of your child's information, how Atlanta Children's ENT, P.C. obtains information, how that information is used, and the manner in which it is secured.

INFORMATION THE PRACTICE RECEIVES

Atlanta Children's ENT, P.C. may receive nonpublic personal information from you about your child:

- On patient registration forms and other forms; examples of this information include your child's name, address, Social Security Number, date of birth, and insurance carrier.
- Through medical claims processing, correspondence or other communications; examples of this information include specific medical examinations, treatments and medication usage.
- Through payment of service; examples of this information include credit or debit account numbers.

INFORMATION SHARING POLICY

Except as described below, Atlanta Children's ENT, P.C. does not share information about its patients. We will not rent, sell, trade or otherwise release or disclose any personal information about your child, except in accordance with the applicable laws and regulations. Any information you provide to us is for the use of Atlanta Children's ENT, P.C. only. If you leave the practice for any reason, we will adhere to these privacy policies and practices.

Atlanta Children's ENT, P.C. will not disclose patient/parent information to any nonaffiliated third party for use in telemarketing, direct mail, or other marketing purposes.

Atlanta Children's ENT, P.C. may share nonpublic personal information about your child with third party payors and other non-affiliated third parties for the following purposes:

- When it is necessary and required to process a claim or to service a patient relationship. For example, information may be shared with a company that provides medical claims processing and reimbursement.
- When it is required or permitted by law. For example, information may be shared to protect your child against fraud or with someone who has a legal or beneficial interest, such as your power of attorney, or in response to a subpoena.

EMPLOYEE ACCESS TO INFORMATION

All employees of Atlanta Children's ENT, P.C. must adhere to the company confidentiality policy. Employee access to patient information is authorized for business purposes only. The degree of access is based on the sensitivity of the information and on the employee's need for the information to service the patient's account or comply with legal requirements, i.e. HIPAA..

INFORMATION SECURITY

When Atlanta Children's ENT, P.C. shares nonpublic patient information with third parties used to facilitate the delivery of certain products and services to our patients, such information is made available

for limited purposes and under controlled circumstances designed to protect our patient's privacy. We require third parties to comply with our standards for security and confidentiality. We do not permit the use of patient information for any other purpose nor do we permit third parties to rent, sell, trade or otherwise release or disclose your information to any other party. These requirements are included in written agreements between Atlanta Children's ENT, P.C. and the third party service providers.

Atlanta Children's ENT, P.C. maintains physical, electronic, and procedural safeguards to protect your child's nonpublic personal information.

SURVEYS/AGGREGATE DATA

Periodically, Atlanta Children's ENT, P.C. may conduct surveys about patient and family satisfaction of medical and surgical services or review elements of patient information in an effort to forecast future practice needs. Reports will be generated and used for the company's planning, statistical, and other corporate purposes. These reports include aggregate data about patients and may include information on Web site traffic patterns and related information. Aggregate data classifies patient information in various ways, but does not identify individual patients.

CHANGES TO OUR PRIVACY STATEMENT

Atlanta Children's ENT, P.C. reserves the right to modify or remove parts of this privacy statement at any time.

July 2002