

This notice describes how medical information about you may be used and disclosed and how you can get access to this information. Please review carefully. We are required by law to protect the privacy of health information (PHI) that may reveal your identity, and to provide you with a copy of this notice which describes the health information privacy practices of the Glasgold Group. A copy of our current notice will always be posted in our office and on our website. You will also be able to obtain a copy by calling the office or by asking for one.

## WHAT HEALTH INFORMATION IS PROTECTED

We are committed to protecting the privacy of information we gather about you while providing health-related services. Some examples of protected health information are; information indicating that you are a Glasgold Group patient, information about your health condition, information about health care products or services you have received or may receive in the future), information about your benefits under an insurance plan, demographic information or insurance status unique numbers that may identify you,(social security number, your driver's license number or other types of identifying information.

## HOW WE MAY USE/ DISCLOSE YOUR HEALTH INFORMATION ABOUT YOU

**For Care or Treatment:** Your PHI may be used and disclosed to those who are involved in your care for the purpose of providing, coordinating, or managing your services at the Glasgold Group. Your authorization is required to disclose PHI to any other care provider not currently involved in your care. Example: if another physician referred you to us, or we need to discuss medical clearance for surgery issues, we may contact that physician to discuss your care or they may contact us.

**For Payment:** Your PHI may be used and disclosed to any parties that are involved in the payment for care or treatment. If you pay for your care or treatment completely out of pocket with no use of any insurance, you may restrict the disclosure of your PHI for payment reimbursement.

**For Business Operations:** We may use or disclose, as needed, your PHI in order to support our business activities including, but not limited to, quality assessment activities, employee review activities, licensing, and conducting or arranging for other business activities. We may also disclose PHI in the course of providing you with appointment reminders or leaving messages on your phone, cell or at your home about questions you asked or test results.

**As Required by Law:** If required, we must make disclosures to the Secretary of the Department of Health and Human Services for the purpose of investigating our compliance with the Privacy Rule.

**Without Authorization:** Applicable law and ethical standards permit us to disclose information about you without your authorization in a limited number of situations. Examples of the types of uses and disclosures that may be made without your authorization are those that are:

- Required by Law, such as the mandatory reporting of child abuse or neglect or mandatory government agency audits or investigations (such as the health department)
- Required by Court Order
- Necessary to prevent or lessen a serious and imminent threat to the health or safety of a person or the public, If information is disclosed to prevent or lessen a serious threat it will be disclosed to a person or persons reasonably able to prevent or lessen the threat, including the target of a threat.
- We may use or disclose your health information if you need an emergency treatment or if we are required by law to treat you but are unable to obtain your written consent. We will try to obtain your written consent as soon as possible after we treat you.
- We may disclose health information about you to appropriate military command authorities.

## WEBSITE PRIVACY

Any personal information you provide us via our website will never be sold or rented to a third party. If you provide us with any personal or contact information we may collect and store that personal data. We do not automatically collect data from people who visit our website. While we may track the volume of visitors on our website, these numbers are only used in aggregate and without any personal information. This information may be shared with our business partners, but it is not linked to any personal information that can identify you or any visitor to our website.

## BREACHES

You will be notified immediately if we become aware of a breach involving your PHI.

## THE RIGHT TO FILE A COMPLAINT

This notice has been updated as of September 3, 2013 and replaces the previous notice. We reserve the right to change the terms of Notice of Privacy Practices such as in this case. You have recourse if you feel that your privacy protections have been violated. You have the right to file written complaint with our office in writing with our Privacy Officer at the Glasgold Group. If you have questions and would like additional information, you may call us at (732)846-6540 , or the Department of Health and Human Services, Office of Civil Rights, about violations of the provisions of this notice or the policies and procedures of our office. We will not retaliate against you for filing a complaint.

### CONTACT INFORMATION:

The U.S. Department of Health & Human Services  
Office of Civil Rights  
200 Independence Ave., S.W.  
Washington, D.C.20201  
(202) 619-0257/ Toll Free (877)696-6775

This Privacy Policy governs the manner in which Glasgold Group Plastic Surgery collects, uses, maintains and discloses information collected from users (each, a "User") of the <http://www.glasgoldgroup.com/> website ("Site"). This privacy policy applies to the Site and all products and services offered by Glasgold Group Plastic Surgery.

## PERSONAL IDENTIFICATION INFORMATION

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, subscribe to the newsletter, fill out a form, and in connection with other activities, services, features or resources we make available on our Site.. Users may visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain Site related activities.

## NON-PERSONAL IDENTIFICATION INFORMATION

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

## WEB BROWSER COOKIES

Our Site may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

## HOW WE USE COLLECTED INFORMATION

Glasgold Group Plastic Surgery may collect and use Users personal information for the following purposes:

- To improve customer service
- Information you provide helps us respond to your customer service requests and support needs more efficiently.
- To personalize user experience
- We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site.
- To improve our Site
- We may use feedback you provide to improve our products and services.
- To run a promotion, contest, survey or other Site feature
- To send Users information they agreed to receive about topics we think will be of interest to them.
- To send periodic emails

We may use the email address to respond to their inquiries, questions, and/or other requests. If User decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc. If at any time the User would like to unsubscribe from receiving future emails, they may do so by contacting us via our Site.

## HOW WE PROTECT YOUR INFORMATION

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site.

Our Site is in compliance with PCI vulnerability standards in order to create as secure of an environment as possible for Users.

## SHARING YOUR PERSONAL INFORMATION

We do not sell, trade, or rent Users personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

## THIRD PARTY WEBSITES

Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

## CHANGES TO THIS PRIVACY POLICY

Glasgold Group Plastic Surgery has the discretion to update this privacy policy at any time. When we do, we will post a notification on the main page of our Site. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

## YOUR ACCEPTANCE OF THESE TERMS

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

## CONTACTING US

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

[Glasgold Group Plastic Surgery](#)

4390 US-1 #100, Princeton, NJ 08540

732.846.6540

[Contact Us](#)