

HIPAA NOTICE OF PRIVACY PRACTICES FOR PROTECTED HEALTH INFORMATION

As Required by the Privacy Regulations Promulgated Pursuant to the
Health Insurance Portability and Accountability Act of 1996

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.

YOUR PRIVACY IS IMPORTANT TO SMILE SOLUTIONS. We understand that keeping your confidential medical information private is important to you. We have great respect for our patients' right to privacy. That's why we want you to understand how we protect the personal information you share with us. We have built our business on a foundation of integrity, honesty and trust. These values are reflected in our longstanding commitment to protect your privacy.

OUR PRIVACY PLEDGE

To meet the needs of our patients, we collect information from you and at times from your medical providers in order to provide quality dental care as well as to process any dental claims necessary. To preserve your privacy, we pledge to:

- Collect only the information we need to help us deliver superior products and services;
- Protect against unauthorized access to your information, including through the Internet;
- Refuse to disclose your health information to third parties for marketing purposes;
- Refuse to sell your information to outside mailing list companies or telemarketers;
- Require companies that may process your dental claims or account to protect your information in accordance with strict privacy standards;
- Maintain physical, electronic and procedural safeguards that meet state and federal regulations; and
- Limit access to customer information to people who need the information to perform their job responsibilities.