EYE DESIRE EYE CARE & OPTICAL BOUTIQUE / ROTH EYE CARE

NOTICE OF PRIVACY PRACTICES

Effective October 5, 2026

YOUR INFORMATION. YOUR RIGHTS. OUR RESPONSIBILITIES.

This notice describes how medical information about you may be used and disclosed, how you can obtain access to it, and your privacy rights. Please review it carefully.

YOUR RIGHTS

When it comes to your health information, you have certain rights. Ask us how to exercise any of these rights.

- **Get a copy of your medical record.** You may ask to see or receive an electronic or paper copy of your medical record and other health information we maintain about you. We generally provide a copy or summary within 30 days and may charge a reasonable, cost-based fee.
- **Ask us to correct your record.** You may ask us to correct information you believe is incorrect or incomplete. We may deny the request in certain circumstances and will explain a denial in writing.
- **Request confidential communications.** You may ask us to contact you in a specific way or at a different address. We will accommodate reasonable requests.
- **Ask us to limit what we use or share.** You may request restrictions on certain uses or disclosures for treatment, payment, or health care operations. We are not always required to agree. If you pay in full out-of-pocket for a service, you may ask us not to disclose information about that service to your health plan for payment or operations unless disclosure is required by law.
- **Get an accounting of disclosures.** You may request a list of certain disclosures of your health information made during the six years before your request. Certain disclosures, including many made for treatment, payment, and health care operations, are not included.
- **Get a copy of this notice.** You may request a paper copy at any time, even if you agreed to receive it electronically.
- **Choose someone to act for you.** If a person has legal authority to act as your personal representative, that person may exercise your privacy rights after we verify the authority.
- **File a complaint.** You may complain to us or to the U.S. Department of Health and Human Services Office for Civil Rights if you believe your privacy rights have been violated. We will not retaliate against you for filing a complaint.

YOUR CHOICES

For certain health information, you may tell us your preferences about what we share. Tell us what you want us to do, and we will follow your instructions when the law gives you that choice.

- Share information with family, close friends, or others involved in your care or payment for your care.
- Share information in a disaster-relief situation.

If you cannot tell us your preference, we may share information when we believe it is in your best interest or when needed to lessen a serious and imminent threat to health or safety.

We will not use or disclose your information for marketing purposes, sell your information, or disclose most psychotherapy notes unless you give us written authorization, except where the law permits otherwise.

HOW WE TYPICALLY USE OR SHARE YOUR INFORMATION

Treat you. We may use your health information and share it with other health care professionals involved in your treatment.

Run our practice. We may use and share your information to operate our practice, improve care, coordinate services, conduct quality activities, and contact you when necessary.

Bill for services. We may use and share your information to bill and obtain payment from health plans or other responsible parties.

OTHER USES AND DISCLOSURES PERMITTED OR REQUIRED BY LAW

We may also use or share your health information when permitted or required by law, subject to applicable legal conditions and safeguards, including for:

- Public health and safety activities, such as preventing disease, reporting adverse reactions, product recalls, or reporting suspected abuse or neglect.
- Health research when legal requirements are met.
- Compliance with federal or state law and health oversight activities.
- Organ and tissue donation requests.
- Coroners, medical examiners, and funeral directors when an individual dies.
- Workers' compensation claims, certain law-enforcement purposes, and authorized government functions.
- Court or administrative orders, subpoenas, lawsuits, and other legal proceedings when applicable requirements are satisfied.

SUBSTANCE USE DISORDER RECORDS

To the extent we create, receive, or maintain substance use disorder patient records that are protected by 42 CFR Part 2, additional federal confidentiality protections may apply. Such Part 2 records may not be used or disclosed in civil, criminal, administrative, or legislative proceedings against you without your written consent or a court order and subpoena as required by law.

OUR RESPONSIBILITIES

- We are required by law to maintain the privacy and security of your protected health information.
- We will notify you promptly if a breach occurs that may have compromised the privacy or security of your information.
- We must follow the duties and privacy practices described in the notice currently in effect and provide you with a copy.
- We will not use or share your information other than as described in this notice unless you authorize us in writing or the law otherwise permits or requires it. You may revoke an authorization in writing, subject to actions already taken in reliance on it.
- When another federal or state privacy law provides greater protection for particular health information, we will follow the more protective law when it applies.

CHANGES TO THIS NOTICE

We may change the terms of this notice. Changes may apply to all health information we maintain, including information created or received before the change. The current notice will be available upon request, in our office, and on any website we maintain that provides information about our services.

QUESTIONS OR COMPLAINTS

For questions about this notice, requests concerning your privacy rights, or complaints, contact:

Privacy Contact	Phil De Souza, Office Manager
Telephone	(305) 673-1211
Email	eyedesire2020@gmail.com
Practice	Eye Desire Eye Care & Optical Boutique / Roth Eye Care

This notice is based on the U.S. Department of Health and Human Services model Notice of Privacy Practices for HIPAA-covered health care providers, revised February 2026.