

# Salt and Shore Therapy Group

## Notice of Privacy Practices

Effective Date: October 22, 2025 (Updated to reflect the 2026 HIPAA Privacy Rule)

### ***Your Privacy Is Important to Us***

This notice describes how your health information may be used and disclosed, and how you can access that information. Salt and Shore Therapy Group is committed to protecting the privacy and security of your Protected Health Information (PHI). We are required by federal law (HIPAA) to maintain confidentiality and inform you of your rights.

### ***1. How We May Use and Share Your Health Information***

- Treatment: To plan, provide, and coordinate therapy services.
- Payment: To bill insurance or you directly.
- Healthcare Operations: To manage our practice, conduct quality improvement, train staff, and comply with regulations.
- When Required by Law: To comply with state or federal reporting requirements.
- To Prevent a Serious Threat: To prevent or reduce a serious threat to health or safety.

We will not share your information for marketing, fundraising, or the sale of PHI without your written permission.

### ***2. Uses and Disclosures That Require Your Authorization***

- Releasing therapy notes outside of treatment, billing, or operations.
- Sharing photos, videos, or testimonials for marketing or social media.
- Releasing records to non-covered entities without written consent.

You may revoke authorization at any time in writing.

### ***3. Your Privacy Rights***

- Access Your Records
- Request Amendments
- Request Restrictions
- Request Confidential Communications
- Receive an Accounting of Disclosures
- Receive a Paper Copy
- Be Notified of a Breach

### ***4. Additional Protections for Sensitive Health Information***

We provide extra safeguards for:

- Reproductive Health Information
- Behavioral Health or Substance Use Information
- Minors / Guardianship

We may require specific documentation before disclosure depending on the type of information.

## ***5. Our Responsibilities***

Salt and Shore Therapy Group is required by law to maintain PHI privacy, follow this Notice, notify you of breaches, and not use or disclose information beyond this Notice without written consent.

## ***6. Electronic & Mobile Communication***

We use HIPAA compliant, encrypted systems for email, telehealth, and electronic communication.

Mobile SMS / OptIn Data:

✓ We do not share mobile optin information, SMS consent data, or phone numbers with third parties for marketing or any other purposes.

## ***7. Questions or Complaints***

If you have questions about your privacy rights, contact:

HIPAA Privacy & Security Officer: Laura Futrell, OTR/L

Email: [admin@saltshoretherapy.com](mailto:admin@saltshoretherapy.com)

You may also file a complaint with the U.S. Department of Health & Human Services, Office for Civil Rights. You will not be penalized for filing a complaint.