



cephX.

PRIVACY NOTICE

Effective August 3 2003

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.

A. How cephX Acquires Medical Information.

cephX, Inc. ("cephX") may collect medical information about individuals in the following manner:

An orthodontist or other health services providers ("HSP") may take a periapical, panoramic or cephalometric radiograph and/or digital photos of various views of a patient and send this digital information to cephX via the internet. Usually the electronic data received by cephX is accompanied by patient's name, age and gender.

cephX will then process the digital information and if requested will digitize the cephalometric profile X-ray and provide a cephalometric analysis.

B. Storage of Electronic Information

All this electronic information is then stored in the HSP's personal record data base on a specific secure site on the Internet. The site server is fully secured using SSL (128 bit). Access to this data base is protected by a unique username and password.

In some cases, the HSP may designate third parties to receive individual patient information from the data base with a second unique username and password randomly generated and able to be cancelled at any time by the original HSP

C. What Constitutes Medical Information?

"Medical Information" is generally any individually identifiable health information about a patient which is received and maintained by cephX.

D. cephX's General Responsibilities Regarding Medical Information.

cephX is required by law to maintain the privacy of Medical Information, and to provide individuals this Privacy Notice, describing cephX's legal duties and privacy practices with respect to Medical Information.



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cephX is required to abide by the terms of this Privacy Notice while it is in effect.

E. Use and Disclosure of Medical Information.

cephX will not use or disclose Medical Information other than as described in this Privacy Notice, unless otherwise required by applicable law. If cephX receives a request from HSP that disclosed to cephX an individual's Medical Information or its authorized representative, cephX may use and disclose that individual's Medical Information for the following purposes:

1. *Health Care Operations.*

cephX may use or disclose an individual's Medical Information to perform various administrative and operational functions for cephX itself and for the HSP who have provided services to the individual or their authorized representatives. For instance, cephX may provide an individual's Medical Information back to the orthodontist that provided such Medical Information to cephX for the purpose of better enabling that HSP to provide health care services to that individual.

2. *Payment.*

cephX may use or disclose an individual's Medical Information to the HSP that disclosed to cephX the individual's Medical Information or its authorized representative in order to obtain or provide payment for services received by the individual. For example, cephX may provide Medical Information to a contracting HSP in order to receive payment for services rendered by cephX.

3. *Treatment.*

cephX may use or disclose an individual's Medical Information for the purpose of providing medical evaluation or treatment to the individual. For example, the individual's orthodontist may need medical records contained in the Medical Information in order to properly evaluate or treat the individual, and cephX may disclose the Medical Information to the orthodontist for those purposes.

4. *Use or Disclose Medical Information without Consent or Authorization.*

Since cephX only has an indirect treatment relationship with patients, cephX may use or disclose Medical Information without the individual's consent or authorization if cephX is instructed to do so by the HSP who delivered such information to cephX, or its authorized representative.

5. *Requesting Restrictions on the Use or Disclosure of Medical Information.*

An individual may request that cephX restrict its use or disclosure of the



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individual's Medical Information to carry out treatment, payment or health care operations. However, cephX is not required to agree to such a restriction. To request such a restriction, please contact the HSP that disclosed such Medical Information to cephX and cephX's Customer Service Manager at 1-800-992 1499.

6. *Requesting Confidential Communications of Medical Information.*
cephX must permit individuals to make reasonable requests to receive communications of Medical Information by alternative means or at alternative locations. cephX must accommodate those requests if they are reasonable. To make such a request, please contact the health care provider that disclosed such Medical Information to cephX and cephX's Customer Service Manager at 1-800- 992 1499.

7. *Access by Individuals to Their Medical Information.*
With certain exceptions, cephX must permit individuals to have access to their Medical Information kept by cephX, as well as allow the individuals to inspect that information and obtain a copy of that information. In order to access, inspect or obtain copies of such information, please contact the HSP that disclosed such Medical Information and to cephX's Customer Service Manager at 1-800- 992 1499

8 *Amending Medical Information.*

With certain exceptions, cephX must permit individuals to have their Medical Information amended to correct errors or deficiencies. To request amendment of Medical Information, please contact the HSP that disclosed such Medical Information and to cephX's Customer Service Manager at 1-800- 992 1499.

9. *Requesting Accountings of Disclosures.*

With certain exceptions, an individual may require that cephX provide an accounting of the disclosures that cephX has made of that individual's information during the six years before the request. To request such an accounting, please contact the HSP that disclosed such Medical Information to cephX and to cephX's Customer Service Manager at 1-800- 992 1499

F. Complaints Regarding Improper Use or Disclosure of Medical Information.

Any individual may make a complaint to cephX if the individual believes his or her privacy rights have been violated. Individuals wishing to file a complaint should contact cephX's Customer Service Manager at 1-800- 992 1499. In addition, individuals may complain to the Secretary of the United States Department of Health and Human Services.



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cephX will not retaliate against any individual for filing such a complaint with cephX or with the Department of Health and Human Services.

G. Obtaining Additional Copies of this Privacy Notice.

cephX will provide individuals with additional paper copies of this Privacy Notice upon request. Please contact cephX's Customer Service Manager at 1-800- 992 1499 for additional copies.

H. Changes to this Privacy Notice.

cephX reserves the right to change the terms of this Privacy Notice and to make a new or revised Privacy Notice apply to all Medical Information maintained by cephX. cephX will provide individuals with the revised Privacy Notice by upon request, by mail, in person or electronically.

I. Further Information.

For further information regarding the treatment of Medical Information, please contact the HSP that disclosed such Medical Information to cephX and to cephX's Customer Service Manager at 1-800-992 1499.