



NOTICE OF PRIVACY PRACTICES

**The Village at Gainesville (“The Village”)
North Florida Retirement Village, Inc.
8000 NW 27th Boulevard
Gainesville, Florida 32606**

**Executive Director
(352)373-4032**

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.

When it comes to your health information, The Village is committing to complying with all applicable laws. This section explains your rights and some of our responsibilities to help you. The Village is not subject to federal health privacy rules.

Get a copy of your health information

- You can ask to see or get a copy of your health information we have about you. Ask us how to do this.
- We will provide a copy or a summary of your health information, usually within 30 days of your request. We may charge a reasonable, cost-based fee. In some limited circumstances, we may say “no” to your request, and you can ask the denial to be reviewed.

Ask us to correct your health information

- You can ask us to correct health information about you that you think is incorrect or incomplete. Ask us how to do this.
- We may say “no” to your request, but we’ll tell you why in writing.

Request confidential communications

- You can ask us to contact you in a specific way (for example, home or office phone) or to send mail to a different address.
- We will say “yes” to all reasonable requests.

Ask us to limit what we use or share

- You can ask us not to use or share certain health information for treatment, payment, or our operations. We are not required to agree to your request, and we may say “no” if it would affect your care.

Get a copy of this privacy notice

You can ask for a paper copy of this notice at any time, even if you have agreed to receive the notice electronically. We will provide you with a paper copy promptly.

File a complaint if you feel your rights are violated

- You can complain if you feel we have violated your rights by contacting us using the information on page 1.
- We will not retaliate against you for filing a complaint.

Your Choices

For certain health information, you can tell us your choices about what we share. If you have a clear preference for how we share your information in the situations described below, talk to us. Tell us what you want us to do, and we will follow your instructions if feasible or required by law.

In these cases, you have the choice to tell us to:

- Share information with your family, close friends, or others involved in your care
- Share information in a disaster relief situation
- Include your information in our directory
- Contact you to remind you of a health care appointment
- Contact you to discuss treatment alternatives or health-related products or services that may be of interest to you

If you are not able to tell us your preference, for example if you are unconscious or unavailable, we may go ahead and share your information if we believe it is in your best interest. We may also share your information when needed to lessen a serious and imminent threat to health or safety.

In these cases, unless allowed by applicable law, we never share your information unless you give us written permission:

- Marketing purposes (except as described below)
- Sale of your information
- Most sharing of psychotherapy notes

In the case of fundraising:

- We may contact you for fundraising efforts, but you can tell us not to contact you again.

Our Uses and Disclosures

How do we typically use or share your health information?

We typically use or share your health information in the following ways.

Treatment purposes

We can use your health information and share it with other professionals who are treating you.

Example: A doctor treating you for an injury asks us about your overall health condition.

Run our organization and engage in other health care operations

We can use and share your health information to run our Community, improve your care, and contact you when necessary.

Example: We use health information about you to manage your treatment and services.

Bill for your services

We can use and share your health information to bill and get payment from insurers, from you, from other entities, or to help other entities get payment. We may give information to entities that help us collect payments.

Example: We give information about you to your health insurance plan if it pays for your services.

How else can we use or share your health information?

We are allowed or required to share your information in other ways – usually in ways that contribute to the public good, such as public health and research.

Help with public health and safety issues

We can share health information about you for certain situations such as:

- Preventing disease
- Helping with product recalls
- Reporting adverse reactions to medications
- Reporting suspected abuse, neglect, or domestic violence
- Preventing or reducing a serious threat to anyone's health or safety

Do research

We can use or share your information for health research.

Comply with the law

We will share information about you if state or federal laws require it, including with the government agencies if they want to see that we're complying with applicable laws.

Respond to organ and tissue donation requests

We can share health information about you with organ procurement organizations and tissue banks.

Work with a medical examiner or funeral director

We can share health information with a coroner, medical examiner, or funeral director when an individual dies.

Address workers' compensation, law enforcement, and other government requests

We can use or share health information about you:

- For workers' compensation claims
- For law enforcement purposes or with a law enforcement official
- With health oversight agencies for activities authorized by law

- For special government functions such as military, national security, and presidential protective services

Respond to lawsuits and legal actions

We can share health information about you in response to a court or administrative order, or in response to a subpoena. We can also share information when a protective order is in place.

Other uses and disclosures

Business Associates. We may share your information with third parties, called “business associates,” that may need the information to perform services on our behalf. Our business associates may create, receive, maintain or transmit your information on our behalf in order for the business associate to provide services to us, or for the proper management and administration of the business associate. Business associates must protect any health information they receive from, or create and maintain on behalf of, The Village. In addition, business associates may re-disclose your health information for their own proper management and administration to carry out their legal responsibilities, and also to business associates that are subcontractors in order for the subcontractors to provide services to the business associate.

De-identified information. We may use or disclose your health information to create de-identified information or limited data sets, and may use and disclose such information as permitted by law.

Our Responsibilities

- We are required by law to maintain the privacy of your medical information.
- When required by law, we will let you know promptly if a breach occurs that may have compromised the privacy or security of your information.

Changes to the Terms of this Notice

We can change the terms of this notice, and the changes will apply to all information we have about you. The new notice will be available upon request, in our office, and on our web site.

The effective date of this Notice is March 1, 2016.

This Notice of Privacy Practice applies to the following organizations:

The Village and providers, staff, contractors and volunteers serving at The Village.