
NOTICE OF PRIVACY PRACTICES

Effective Date: March 6, 2026

This notice describes how medical information about you may be used and disclosed and how you can access this information. Please review it carefully.

Atlantic Fertility is required by law to protect the privacy of your Protected Health Information (PHI) and to provide this notice describing our privacy practices.

PHI includes information that identifies you and relates to your past, present, or future health condition, the health care services you receive, or payment for those services.

We are required to follow the privacy practices described in this notice. We reserve the right to change our privacy practices and the terms of this notice at any time. Any revised notice will apply to all health information we maintain and will be posted on our website.

How We May Use and Disclose Your Health Information

We may use and disclose your PHI for the following purposes.

Treatment

We may use and disclose your health information to provide, coordinate, or manage your health care and related services. For example, we may share information with physicians, nurses, laboratories, pharmacies, or other healthcare providers involved in your treatment.

Payment

We may use and disclose your PHI to obtain payment for the services we provide. For example, we may submit information to your health insurance plan to bill and receive payment for treatment.

Third-Party Service Providers

Some services related to your care may be performed by outside laboratories, genetic testing companies, pharmacies, anesthesia providers, or other healthcare providers. These providers will bill you directly for their services.

To coordinate your care and facilitate billing, we may share relevant health information with these organizations as permitted by law. If you receive a bill from one of these providers, please contact them directly regarding questions about their charges.

Healthcare Operations

We may use your health information to operate and improve our practice. This may include quality assessment, training, accreditation, compliance activities, and general business management.

Situations Where We May Share Information Without Authorization

We may disclose your PHI without your written authorization when permitted or required by law, including:

- Public health reporting
- Health oversight activities and audits
- Judicial or administrative proceedings
- Law enforcement purposes
- Organ or tissue donation
- Medical research under approved conditions
- To prevent a serious threat to health or safety
- Military or national security activities
- Workers' compensation claims

We may also contact you with appointment reminders, treatment information, or other health-related services.

Communications with Family Members or Others

With your permission, we may share health information with a family member, partner, or other person involved in your care or payment for your care. You may request restrictions on these disclosures.

Electronic Communications

Atlantic Fertility may communicate with you electronically through our patient portal, email, telephone, or text messaging regarding appointments, treatment information, laboratory results, or billing matters.

While we take reasonable steps to protect your information, electronic communications may involve some level of risk.

Your Rights Regarding Your Health Information

You have the following rights regarding your PHI.

Right to Access Your Records

You have the right to inspect and obtain a copy of your Protected Health Information (PHI) maintained by Atlantic Fertility. Requests must be submitted in writing.

We will respond to your request within 10 business days whenever possible. In certain circumstances, additional time may be required as permitted by law.

If you request copies of your medical records for your personal use, a \$30 fee will apply to cover administrative and copying costs as permitted by law.

There is no charge when medical records are sent directly to another healthcare provider for purposes of treatment or continuity of care.

Right to Request Corrections

If you believe your health information is incorrect or incomplete, you may request that we amend the information.

Right to Request Restrictions

You may request limitations on how we use or disclose your health information. We will consider your request but are not required to agree.

Right to Request Confidential Communications

You may request that we communicate with you in a specific way or at a specific location.

Right to an Accounting of Disclosures

You have the right to request a list of certain disclosures we have made of your Protected Health Information (PHI). The list will not include disclosures made for purposes of treatment, payment, or health care operations, those made pursuant to your written authorization, or those made directly to you or your family.

The list will also not include disclosures made for national security purposes, to correctional institutions or law enforcement personnel as permitted by law.

Your request must be made in writing. We will respond within 30 days of receiving your request.

The accounting will include:

- The date of the disclosure
- The reason for the disclosure
- A brief description of the information disclosed
- The name of the person or organization to whom the information was disclosed (and address if known)

Right to Receive a Paper Copy of This Notice

You may request a paper copy of this notice at any time.



Susannah D. Copland, MD, MSCR

Mary C. Peavey, MD, MSCR

Matt Coward, MD, FACS

Jenna Hynes, MD, FACOG

Hilary Friedlander, MD, FACOG

Breach Notification

We are required by law to notify you if a breach occurs that may have compromised the privacy or security of your health information.

Fertility Treatment Information

Fertility treatment may involve laboratory services, genetic testing, and embryo cryopreservation. Specific consents governing embryo disposition, reproductive decision-making, and laboratory procedures are addressed in separate consent forms.

Questions or Complaints

If you have questions about this notice or believe your privacy rights have been violated, please contact:

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919-248-8777