



**LIFETIME
SMILES**

Adult & Pediatric Dentistry

INDIVIDUAL NOTICE

Date: 5/31/2017

RE: Individual Breach Notice

Dear: Patients

Lifetime Smiles takes its responsibilities under Texas and federal law to protect our patients Protected Health Information ("PHI") very seriously.

Description of Occurrence: Unfortunately, beginning in March 2013, we were made aware of negative comments posted about our dentist and our practice on Yelp. Our office manager responded to those negative comments on Yelp, without understanding that such responses were a violation of the Health Insurance Portability and Accountability Act of 1996 ("HIPAA"), as amended by the Health Information Technology For Economic Clinical Health Act ("HITECH"), and the Privacy and Security Regulations promulgated thereto. We now realize that confirming that you or the individual who posted the negative comments on Yelp were a patient of Lifetime Smiles is an impermissible disclosure of your PHI. We sincerely apologize for this violation of HIPAA .

Type of Unsecured PHI (Private Health Information) Involved: In responding to the negative comments published on Yelp, we confirmed that you were currently or in the past a patient of Dr. Arzegar's and Lifetime Smiles. We may have also explained treatment options in response to the comments that were published.

Suggested Steps for Personal Protection: We do not believe that responding to the negative comments presents any risk that your PHI will be further compromised as confirming that you were a patient in and of itself does not include the type of PHI necessary for a third party to use that information to steal your identity, open fraudulent accounts in your name or otherwise further compromise your PHI. However, if you believe that your PHI may be further compromised based on our responses, please call our Privacy Officer at 512-284-8954 to discuss your concern and any options.

Actions Taken and Undergoing to Investigate, Mitigate and protect Against Further Breaches: We have attempted to identify the contact information for the patients who posted negative reviews on Yelp. We have also adopted a social media response policy that prohibits any employee of Lifetime Smiles from responding to any negative comments placed on social media. In addition, we have retrained our staff and reprimanded our office manager for responding to these negative comments.

You may Contact us for more information in one of the following ways:

Phone Number: 512-284-8954

E-mail Address: thelifetimesmiles@gmail.com

Web-Site: www.atxdentistry.com

Postal Address: 2100 W. William Cannon Drive Suite C Austin, TX 78745

Respectfully,
Lifetime Smiles Dentistry
Jim Moore
Privacy Officer