



Purvis Dermatology

3001 Newcastle Loop

Myrtle Beach, SC 29588

NOTICE OF PRIVACY PRACTICES

Purvis Dermatology respects and realizes the importance of your privacy, and protects your personal information from any inappropriate, unauthorized uses or disclosures. This privacy policy describes how your medical information may be used and disclosed, and how you can get access to this information. Please read the following:

Know Your Rights

You have the right to:

- Get a copy of your paper or electronic medical record
- Request corrections to your paper or electronic medical record
- Request confidential communication
- Ask us to limit what information is shared
- Get a copy of this privacy notice
- Choose someone to speak and/or act for you
- File a complaint if you believe your privacy rights have been violated

You also have the right to choose the way we use and share information as we tell family members and friends about your condition and market our services.

Uses and Disclosures

We may use and share your information to:

- Treat your medical needs
- Run our organization
- Bill for your services
- Assist with public health and safety issues

- Research
- Compliance with Law
- Work with a funeral director or medical examiner
- Certain government requests such as law enforcement, workers' compensation
- Respond to lawsuits or legal actions

SMS Messaging

Purvis Dermatology is committed to protecting your privacy. We collect your mobile phone number during our patient intake and scheduling process over the phone, or in one of our offices, only to provide you with healthcare-related updates, such as **appointment reminders, billing notifications, patient satisfaction surveys, and secure clinical links.**

- **No Third-Party Sharing:** Your mobile information will **not** be shared, sold, or leased to third parties or affiliates for marketing or promotional purposes.
- **Data Security:** All text communication is handled through secure systems to ensure your information remains confidential.
- **Opt-Out:** You may withdraw your consent to receive text messages at any time by replying **STOP** to any SMS message you receive from us.
- **Frequency & Wireless Carriers:** Message frequency from Purvis Dermatology varies. Messaging and data rates may apply depending on your wireless plan. If you have any questions about your text plan or data plan, it is best to contact your wireless provider. The wireless carriers are not liable for delayed or undelivered messages.

Understanding Your Rights

This section explains your rights and some of our responsibilities to help you

Get a copy of your paper or Electronic medical record- You have the right to see or obtain a copy of your paper or electronic medical record and other health information that we may have. We will provide a copy or summary of your health information within 30 days of receipt of the request.

Correction of Medical Record- you have the right to ask us to correct health information that you believe is incorrect or not accurate. If we reject the request to change the information you will be notified in writing within 60 days explaining the reason for not making the change.

Request confidential communications-You have the right to decide how you want to be contacted. You may want to be contacted at home or office, by telephone or mail. We will oblige all reasonable requests.

Ask us to limit what is shared or used-It is your right to ask us not to use or share certain health information for treatment or payment or organizational operations. If it affects your care, we may reject the request. If paying out of pocket for a service or office visit it is your right to ask us not to share that information for the purpose of payment or organizational operations with your health insurance. We may do so unless a law requires us to do so.

Get a list of shared information-You have the right to ask for a list of the times your information was shared, who it was shared with and why it was shared. We can provide this information for the prior six years.

Get a copy of privacy notice-You can ask for a paper copy of this notice at any time. We will always be happy to provide you with a copy.

Choose someone to act for you-If someone is a legal guardian, or has medical power of attorney, that person or persons can exercise your rights and make choices about your health information. We will verify that person has the appropriate authority and can make these decisions before we take any action.

Bill for your services- We legally can use and share your information to bill and get payment from your health insurance provider or other entities. Your health insurance plan receives this information so that they will pay for the services you receive.

Other reasons health information is shared- Purvis dermatology is allowed/required to share information that contributes to public goods such as public health and research but must meet many conditions in the law before we are able to share information for these purposes. The following situations where information can be shared:

- Preventing disease
- Product recalls
- Reporting adverse reactions to medications
- Reporting suspected abuse, neglect, or domestic violence, preventing a serious threat to anyone's safety/health

We can use/share your information for the purposes of health research.

Law Compliance- Information will be shared if federal or state laws requires us to do so along with the department of health and human services if they need to see that we are complying with federal privacy laws.

Tissue and organ donation request- Information can be shared about you to organ procurement organizations.

Work with medical examiners or funeral director-When an individual dies, we are allowed to share health information with the medical examiner, coroner, or funeral director.

Address workers compensation, law enforcement and other government entities-

Information can be shared also for the following reasons:

- Workers' Compensation Claims
- Law enforcement official purposes
- Health oversight agencies for activities authorized by law
- Special government functions including military, national security, and presidential.

You can file a complaint if you believe your rights have been violated by the following-

- Contact the office manager at 843-887-7546 or email manager at chaley@purvisdermatology.com. You can also send a written complaint to 3001 Newcastle Loop, Myrtle Beach, Sc 29588.
- File a complaint with US Department of Health and Human Services Office for Civil Rights at 200 Independence Ave SW, Washington, DC 20201, calling them at 877-696-6775 or their website at www.hhs.gov/ocr/privacy/hipaa/complaints/.
- All complaints are investigated immediately, and there will be no retaliation for any complaint.

Individual Choices-As your own representative, you can inform us of your choices about what we share. If you have a preference for how your information is shared in the situations described below, please let us know and inform us what you would like us to do, and we will follow your instructions. Those situations are:

- Share information with your family, friends, or caretakers
- Share information in a disaster relief situation

In an emergency and you are not able to tell us your preference, such as being unconscious, we may go ahead and share your information if it is believed to be in your best interest. We may also share your information if needed to lessen an imminent threat to health or safety.

We will never share your information unless given written permission in the following situations:

- Marketing purposes

- Sale of your information
- Most sharing of mental health related information

Typical use or sharing of your information is done in the follow ways:

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

Running our organization- We can use and share your health information to run our organization, improve your care and contact you when needed (to manage your treatment and services).

Last updated 03/19/26