
HIPAA NOTICE OF PRIVACY POLICY

Effective Date: September 2026

At Milwaukee Hearing Center, your privacy and the security of your health information are our top priorities. We are fully committed to complying with the **Health Insurance Portability and Accountability Act (HIPAA)** and all applicable privacy and security regulations to protect your personal health information (PHI).

This Notice outlines how your health and personal information may be collected, used and disclosed and explains your rights in relation to that information. Please read it carefully.

Your Rights Under HIPAA

As a patient, you have the right to:

- Access and obtain a copy of your medical records
- Request corrections to your medical records
- Receive a list of disclosures about how your information has been shared
- Request restrictions on how your information is used or shared
- Choose how you would like to receive communications (e.g., mail, email, phone)
- File a complaint if you believe your rights have been violated

Our Responsibilities

Milwaukee Hearing Center is required by law to:

- Maintain the privacy and security of your PHI
- Inform you promptly if a breach occurs that may have compromised your information
- Provide you with this Notice and follow its terms
- Not use or disclose your information without your authorization, except as described above

How We Use and Disclose Your Information

Your health information may be used and shared for:

- **Treatment:** We may use or disclose your health information to a physician or other health care provider providing treatment to you.
- **Payment:** We may use and disclose your health information to obtain payment for services we provide to you.
- **Health Care Operations:** We may use and disclose your health information in connection with our health care operations. Health care operations include quality assessments and improvement activities, reviewing the competence or qualifications of health care professionals, evaluating practitioner and provider performance, conducting training programs, accreditation, certification, licensing or credentialing.
- **Your Authorization:** In addition to our use of your health information for treatment and payment of health care operations, you may give us written authorization to use your health information or to disclose it to anyone for any purpose. If you give us authorization, you may revoke it in writing at

any time. Your revocation will not affect any use or disclosures permitted by your authorization when it was in effect. Unless you give us a written authorization, we cannot use or disclose your health information for any reason except those described in this Notice or allowed under the law.

- **To Your Family and Friends:** We may disclose your health information to a family member, friend or another person to the extent necessary to help with your health care or with payment for your health care, but only if you agree that we may do so.
- **As Required by Law:** We may use or disclose your health information when we are required to do so by law.
- **Abuse or Neglect:** We may disclose your health information to appropriate authorities if we reasonably believe that you are a possible victim of abuse, neglect or domestic violence or the possible victim of other crimes. We may disclose your health information to the extent necessary to avert a serious threat to your health or safety or the health or safety of others.
- **National Security:** We may disclose to military authorities the health information of armed forces personnel under certain circumstances. We may disclose to authorized federal officials health information required for lawful intelligence, counterintelligence and other national security activities. We may disclose to a correctional institution or law enforcement official having lawful custody of protected health information of an inmate or patient under certain circumstances.
- **Research:** We may use or disclose your health information for research purposes under certain limited circumstances. Because all research projects are subject to a special approval process, we will not use or disclose your health information for research purposes until the particular research project for which your health information may be used or disclosed has been approved through this special approval process. In most instances, we will ask for your specific permission to use or disclose your health information if the researcher will have access to your name, address or other identifying information.
- **Appointment Reminders:** We may use or disclose a portion of your health information to provide you with the results of tests, procedures and/or appointment reminders (such as voicemail messages, postcards or letters).

Website Privacy Policy

This section explains how personal information collected through **milwaukeehearingcenter.com** is used and protected.

A. Information We Collect Through Our Website

We may collect the following information when you interact with our website:

- Contact details submitted through forms (e.g., name, email address, phone number)
- Appointment or consultation requests
- Feedback or inquiries

This information is used solely to respond to your inquiries, manage appointments and enhance user experience. We do not sell, rent or trade your personal information.

B. Use of Cookies

Our website may use cookies to improve site functionality and understand how visitors interact with our content. Cookies are small text files placed on your device that help us:

- Track website traffic and usage patterns
- Store preferences to personalize your experience
- Analyze performance and troubleshoot issues

You can choose to accept or decline cookies through your browser settings. Declining cookies may affect certain site features, but it will not impact your ability to request services or communicate with us. We do not use cookies to collect protected health information or sensitive personal data.

C. Links to Other Websites

Our website may contain links to third-party websites, such as hearing aid manufacturers, educational resources or medical associations. These links are provided for your convenience and informational purposes only.

Please note: Milwaukee Hearing Center is not responsible for the privacy practices, content or security of external websites. Once you leave our website, any information you provide on another site is subject to the policies of that site. We encourage you to read the privacy statements of any linked websites you visit.

D. Use of Third-Party Analytics and Marketing Tools

To enhance our website experience and reach individuals who may benefit from our services, Milwaukee Hearing Center utilizes third-party tools, including but not limited to Google Analytics, Meta (Facebook/Instagram), advertising platforms and marketing partners, to collect and analyze non-medical data related to how visitors interact with our website.

What Information Is Collected:

- Device and browser type
- IP address (may be anonymized)
- Pages visited, time spent on the site and referral source
- General geographic location
- Click-through activity from ads or emails
- User behavior such as scrolling, clicks and form engagement

This data **does not include** personal health information (PHI), medical records or any sensitive information submitted through secure medical forms or communications.

E. How This Data Is Used

We use this information to:

- Improve website functionality and user experience
- Understand the effectiveness of our advertising campaigns
- Reach potential patients with relevant services and content
- Customize marketing messages based on general browsing behavior

These tools help us better connect with individuals actively seeking hearing healthcare, but no specific medical or treatment data is used in these campaigns.

F. Third-Party Involvement

Third-party tools and platforms we may use include, but are not limited to:

- Google Analytics and Google Ads
- Meta Ads (Facebook, Instagram)
- Microsoft/Bing Ads
- LinkedIn Ads
- Email marketing providers
- Website performance monitoring tools

- HIPAA-compliant CRM and marketing platforms

These third parties may use their own cookies, web beacons or tracking technologies in accordance with their privacy policies.

Information Sharing With Affiliates and Partners and for Legal or Business Reasons

While Milwaukee Hearing Center prioritizes the confidentiality of your medical and personal information, there are specific and limited instances in which we may share data with outside parties, with your privacy and applicable legal requirements in mind.

A. Affiliates and Business Partners

We may share non-medical, non-identifiable information with trusted affiliates, vendors and business partners who help us operate our practice, deliver services, host our website or market our services. These parties are bound by agreements that require them to maintain confidentiality and follow applicable privacy and security standards.

This may include:

- Marketing consultants
- Web hosting providers
- IT and analytics services
- HIPAA-compliant CRM platforms

We do **not** share protected health information (PHI) with business partners unless required for treatment, payment or health care operations and only in accordance with HIPAA and applicable business associate agreements.

B. Legally Required Disclosures

We may disclose information if required to do so by law, such as:

- In response to a court order, subpoena or legal process
- To comply with federal or state health and safety regulations
- To cooperate with law enforcement or government investigations
- To respond to claims or protect our legal rights

When legally compelled, we only share the minimum necessary information required by law.

C. Use of Non-Identifiable, Aggregated Data

We may use or share aggregated or anonymized data that does not identify any individual to evaluate performance, research general trends or improve our marketing strategies. This type of data does not include personal details and cannot be traced back to a specific person.

Example uses include:

- Website performance analysis
- Ad campaign reporting
- Patient satisfaction trend reports

D. Business Transfers, Sale or Bankruptcy

If Milwaukee Hearing Center is ever involved in a merger, acquisition, sale of business assets or bankruptcy proceeding, information collected through our website or practice, including personal and health information, may be transferred to another entity as part of that transaction. In such an event, we will make reasonable efforts to ensure that the acquiring party continues to uphold privacy and data protection standards in accordance with this policy and applicable law.

E. Children's Online Privacy (COPPA Statement)

In accordance with the **Children's Online Privacy Protection Act (COPPA)**, Milwaukee Hearing Center does not knowingly collect personal information online from children under the age of 13.

Our website and online forms are intended for use by adults, including parents or legal guardians of pediatric patients. If you are under 13, please do not submit any personal information through the site.

If we learn that we have inadvertently collected information from a child under 13 without verifiable parental consent, we will delete that information as quickly as possible. If you believe this may have happened, please contact us immediately.

F. Data Protection and Communication

We use secure systems and best practices to protect your information both online and offline. Any email or digital communications are conducted through encrypted channels when applicable.

This Notice is effective as of October 1, 2026, and we are required to abide by the terms of this Notice of Privacy Practices currently in effect. We reserve the right to change the terms of our Notice of Privacy Practices and to make the new Notice provisions effective for all protected health information that we maintain. We will post, and you may request, a written copy of a revised Notice of Privacy Practices from Milwaukee Hearing Center.

Questions or Complaints?

If you have any questions about your privacy rights or believe your privacy has been violated, contact us at:

Company Address:

Milwaukee Hearing Center
10945 N Port Washington Road, Suite 211
Mequon, WI 53092
(262) 241-8000

You also have the right to file a complaint with the U.S. Department of Health and Human Services at hhs.gov/hipaa/filing-a-complaint.

HIPAA Filing Address:

Centralized Case Management Operations
U.S. Department of Health and Human Services
200 Independence Ave. S.W.
Room 509F, HHH Building
Washington, D.C. 20201
Toll Free: 877-696-6775

HIPAA AND NOTICE OF PRIVACY PRACTICES AGREEMENT

- I authorize the release of any medical information necessary to process any and all medical claims.
- I authorize treatment and request treatment at Milwaukee Hearing Center.
- This authorization is effective for all health care information, and I understand that I may ask for and receive a copy of this authorization form.
- I understand I have the right to inspect the information I am authorizing to be re-released. This and other specific rights regarding the handling of my health information is outlined in the Privacy Practices document.
- The information that I am authorizing to be released could be re-released or disclosed by the recipient. Such additional disclosures or releases may not be prohibited by law. We are not responsible for the actions of others who may be provided with information released as a result of this authorization.
- I acknowledge that I received a copy of Milwaukee Hearing Center's Notice of Privacy Practices. I further acknowledge that a copy of the current Notice will be posted in the reception area and on the website and that I will be given a copy of any amended Notice of Privacy Practices upon request.
- This Notice informs me how Milwaukee Hearing Center will use my health information for the purposes of treatment and/or payment for my treatment.
- This Notice explains in more detail how Milwaukee Hearing Center may use and share my health information for purposes other than treatment, payment and health care operations.
- I understand and agree that I am ultimately responsible and liable for any amounts not paid by my insurance company.
- I authorize payment of all my medical benefits to Milwaukee Hearing Center.
- I hereby sign this in acknowledgment that I have been presented with a copy of the Notice of Privacy Practices.

Name of Patient: _____

Signature of Patient or Personal Representative/Guardian: _____

Date: _____