

50 Court St, Suite 511  
Brooklyn, NY 11201

Telephone: (718) 874-0046  
Fax: (347) 586-0036  
Website: www.LempertMD.com



**Larissa Lempert, MD**  
Professional Corporation

*President:*  
Larissa Lempert, MD

## **Privacy Policy for Larissa Lempert, M.D. P.C.**

**Effective Date:** 1/1/2024

At **Larissa Lempert, M.D. P.C.**, we are committed to protecting the privacy and security of our patients' personal information. This Privacy Policy outlines how we collect, use, and share your personal information, including sensitive data such as Name, Address, Phone Number, Social Security Numbers (SSNs). By using our services at 50 Court Street, Virtual or Website, you agree to the terms outlined below.

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### **1. Information We Collect**

We collect and securely store the following types of personal information as necessary for providing quality medical care and managing billing processes:

#### **1.1 Patient Information:**

- Name
- Date of birth
- Address
- Phone number
- Email address
- Social Security Number (SSN) for billing and insurance purposes
- Medical information necessary for your care

**1.2 Contact Information via Website:** When you use the “Contact Us” form or other forms on our Website, we may collect:

- Name
- Email address
- Phone number (optional)

#### **1.3 SMS Consent Information:**

If you opt in to receive SMS messages, we collect your phone number and record your explicit consent.

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### **2. How We Use Your Information**

Your personal information is used strictly for purposes related to providing quality medical care, ensuring communication, and fulfilling billing and insurance obligations. Specifically:

#### **2.1 For Patient Care:**

To provide medical services, manage appointments, and address patient inquiries.

#### **2.2 For Billing and Insurance:**

To process payments, manage insurance claims, and comply with legal billing requirements. Your SSN is collected and used exclusively for these purposes.

#### **2.3 For Communication:**

To contact you about appointments, medical care, or updates to your care plan.

#### **2.4 For SMS Messages (with Consent):**

We may use your phone number to send SMS messages if you have specifically opted in. These messages may include:

- Appointment reminders
- Follow-up care notifications
- General informational updates relevant to your care

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### **3. Information Sharing**

We do not sell, trade, or share your personal information with third parties for their marketing purposes.

#### **3.1 Authorized Sharing:**

We may share information with:

- Healthcare providers involved in your care (as required)
- Insurance companies for billing and claims processing
- Third-party service providers who assist us in delivering our services (e.g., billing or appointment scheduling software), under strict confidentiality agreements

#### **3.2 SSN Protection:**

Your SSN is used exclusively for billing and insurance purposes and is shared only with insurance companies or other entities as required by law. It is never shared for marketing or unrelated purposes.



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### 3.3 SMS Numbers:

Phone numbers collected for SMS consent purposes will **never** be shared with third parties or used for purposes beyond what you have consented to.

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## 4. SMS Consent and Opt-In

If we collect your phone number, we provide an **optional checkbox** on our Website forms for receiving SMS messages.

- **Specific Consent:** The checkbox is specific to SMS messaging and is not combined with other types of consent (e.g., email, phone calls, or terms of service).
- **SMS Types:** SMS messages you may receive include:
  - Appointment reminders
  - Care-related notifications
  - Non-promotional health updates

**Opt-Out:** You may opt out of receiving SMS messages at any time by replying "STOP" to any SMS message or contacting us directly.

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## 5. How We Protect Your Information

We take all reasonable steps to ensure the security and confidentiality of your personal information, including:

- Encrypting sensitive data, including SSNs
  - Storing data in secure, restricted-access systems
  - Using firewalls and other technical security measures to protect electronic data
  - Requiring staff to adhere to strict confidentiality agreements and undergo privacy training
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## 6. Your Rights

As a patient or user of our Website, you have the following rights:

### 6.1 Access and Update:

You may request to access or update your personal information at any time.

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### **6.2 Withdraw Consent:**

You may withdraw consent for receiving SMS messages or any other communication by contacting us or using the opt-out options provided.

### **6.3 Request Deletion:**

You may request that we delete certain personal information, subject to legal and operational requirements.

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## **7. Changes to This Privacy Policy**

We may update this Privacy Policy periodically. Changes will be posted on our Website with the updated "Effective Date." We encourage you to review this policy regularly.

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## **8. Contact Us**

If you have questions or concerns about this Privacy Policy or your privacy rights, please contact us at:

**Larissa Lempert, M.D., P.C.**  
[info@LempertMD.com](mailto:info@LempertMD.com)  
(718)874-0046