

CAROLINA FAMILY HEALTH CENTERS, INC.

POLICY

TITLE: RM-505 Photographing and Video or Audio Recording of Patients, Visitors, and Staff

EFFECTIVE DATE: April 2019

SECTION: Risk Management

REFERENCE PROCEDURE: NA

RESPONSIBLE CHIEF OF STAFF: Chief Compliance Officer

RESPONSIBLE COMMITTEE: Central Committee-Compliance

REVIEWED: 08/23/2022, 06/24/2025

I. PURPOSE

The purpose of the policy is to facilitate compliance with the Health Insurance Portability and Accountability Act (HIPAA) standards for privacy of individually identifiable health information (45 CFR Parts 160 and 164), and to establish guidelines for situations where patients, visitors and/or staff (including employees, volunteers, contract staff, students, and members of the Board of Directors) may or may not be photographed, video or audio recorded, or otherwise imaged within the facilities.

II. POLICY

Carolina Family Health Centers, Inc. (CFHC, Inc.) takes reasonable steps to protect patients, visitors, and staff from unauthorized photography, video or audio recordings, or other images to protect the privacy of all patients and the integrity of the provider-patient relationship.

It is the policy of CFHC, Inc. to prohibit the photographing and/or video or audio recording of patients, visitors, and staff except in the following situations:

1. For treatment purposes: Written consent is obtained from the patient before staff members photograph and/or video, or audio record the patient for the purpose of monitoring or recording treatment. Refer to *RM-506 Consents*.
2. For security purposes: Photographs and/or video or audio recordings may be taken for security purposes of patients, visitors, and staff.
3. For publicity purposes: Staff obtains written authorization from the patient before photographing and/or video or audio recording the patient for publicity purposes. Refer to *RM-506 Consents*.
4. For law enforcement: CFHC, Inc. permits the disclosure of photographs and/or video or audio recordings to law enforcement when required by state law, such as child abuse and neglect, domestic violence, elder abuse, rape, and similar disclosures required by law.
5. For telemedicine or the internet (i.e., official uses only): Written patient consent is obtained before transmitting or using patient photographs and/or video or audio

recordings for telemedicine or on the internet. Information security policies and procedures for encryption and other company requirements are followed.

The Director of Communications develops a plan for the exam room postings (see attached).

III. DEFINITIONS

Audio Recording - refers to recording an individual's voice using video recording (e.g., video cameras, cellular telephones), tape recorders, wearable technology (e.g., Google Glass), or other technologies capable of capturing audio.

Photography and Video Recording - refers to recording an individual's likeness (e.g., image, picture) using photography (e.g., cameras, cellular telephones), video recording (e.g., video cameras, cellular telephones), digital imaging (e.g., digital cameras, web cameras), wearable technology (e.g., Google Glass), or other technologies capable of capturing an image (e.g., Skype). This does not include medical imaging such as MRIs, CTs, laparoscopy equipment, etc. or images of specimens.

IV. ATTACHMENT

- Exam room posting