



Longboard Dental – Notice of Privacy Practices (2026)

Effective Date: January 15, 2026

This Notice describes how medical information about you may be used and disclosed and how you can get access to this information. Please review it carefully.

Longboard Dental is committed to protecting the privacy of your protected health information ("PHI"). This Notice explains how we may use and disclose your PHI and your rights regarding that information. We are required by law to maintain the privacy and security of your PHI and to provide you with this Notice.

How We May Use and Disclose Your Health Information

Treatment: To provide, coordinate, or manage your dental care, including exams, cleanings, crowns, implants, cosmetic procedures, and referrals.

Payment: To bill and collect payment from you, your insurance company, or other third parties.

Health Care Operations: To run our practice, conduct quality assessments, train staff, and manage business operations.

Other Permitted Uses and Disclosures

We may also use or disclose your PHI for appointment reminders; communication by phone, text, email, mail, or patient portal; family members involved in your care; public health activities; legal proceedings; law enforcement purposes; medical examiners and coroners; organ donation; serious threats to health or safety; military and national security activities; correctional institutions; and workers' compensation.

Enhanced 2026 Privacy & Security Protections

In accordance with updated federal privacy and security requirements, Longboard Dental adheres to enhanced protections for sensitive health data. This includes stricter privacy protections for reproductive health and behavioral health information, new attestation requirements prior to certain disclosures of PHI, mandatory multi-factor authentication (MFA) for electronic systems, advanced encryption standards for electronic protected health information (ePHI), and accelerated breach notification timelines from business associates and vendors.

Reproductive Health & Substance Use Disorder (SUD) Privacy Protections

The Office for Civil Rights (OCR) at the U.S. Department of Health & Human Services (HHS) has issued a Final Rule modifying the HIPAA Privacy Rule to strengthen protections for reproductive health care information. Longboard Dental will not use or disclose reproductive health information for investigations or proceedings related to lawful reproductive health care, and we require appropriate attestations prior to certain disclosures, as required by law.

In addition, HHS has issued a final rule modifying the Confidentiality of Substance Use Disorder (SUD) Patient Records regulations under 42 CFR Part 2. This rule enhances care coordination for individuals with substance use disorder while preserving strict protections against the use of SUD records in criminal, civil, administrative, or legislative proceedings without patient consent or a court order. These changes align enforcement authorities with HIPAA and strengthen compliance standards. The compliance date for these protections is February 16, 2026. Longboard Dental is committed to protecting SUD-related information and ensuring patients feel safe seeking treatment without fear of improper disclosure.

Uses and Disclosures Requiring Your Written Authorization

We will not use or disclose your PHI for marketing purposes, the sale of your information, or most sharing of psychotherapy notes without your written authorization. You may revoke authorization in writing at any time, except where we have already relied on it.

Photography & Marketing Use of Clinical Images

Longboard Dental may use intraoral before-and-after case photographs for generalized marketing, educational, and promotional purposes. These images are limited to the teeth and oral structures only. By signing this Notice, you acknowledge and agree that intraoral clinical photographs may be used in this manner. No extraoral facial photographs or identifiable images of your face will be used for marketing or promotional purposes without your separate, explicit written consent.

Your Rights

You have the right to inspect and obtain copies of your records, request amendments, request restrictions (including required restriction to your health plan if you pay in full out-of-pocket), request confidential communications, receive an accounting of disclosures, obtain a paper copy of this Notice, and be notified if your unsecured PHI is compromised.

Our Responsibilities

We are required by law to maintain the privacy and security of your PHI, notify you promptly of any breach, follow the duties and privacy practices described in this Notice, and provide you with a copy of this Notice. We reserve the right to change this Notice and make the revised Notice effective for all PHI we maintain.

Complaints

If you believe your privacy rights have been violated, you may file a complaint with us or with the U.S. Department of Health and Human Services. We will not retaliate against you for filing a complaint.

Privacy & Safety Officer – Dr. Ellen Paulisick Wolf, Longboard Dental
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U.S. Department of Health & Human Services – Office for Civil Rights
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