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Albany Dermatology Web Privacy Policy

Albany Dermatology is strongly committed to safeguarding the privacy of those who use our website. We operate under the following strict privacy policy:

The information we collect is never revealed, sold, or made public for any reason. Personally identifiable information provided by subscribers (name, email or home address, etc.) is never disclosed to any individual or business.

Choice/Opt-In

Albany Dermatology gives users the opportunity to opt-in or opt-out to receive marketing email communications from us. You can be assured that we never reveal, sell, or make your email address available outside of our Practice.

Collected Information

We use the information that you provide to us on our website (e.g., by filling our contact forms or through our patient portal) solely to provide you with the information or services that you request. This may involve contacting you via email or telephone to confirm such services or to inform you about changes to these services or for other administrative matters.

Albany Dermatology (AD) Patient Portal Security

The Albany Dermatology Patient Portal (the "AD Patient Portal"), which is hosted on Nextech.com, utilizes appropriate encryption technology and security practices to protect your personal and medical information in compliance with the Health Insurance Portability and Accountability Act of 1996 (HIPAA), Public Law 104-191 ("HIPAA"), the Health Information Technology for Economic and Clinical Health Act, Public Law 111-005 ("the HITECH Act") and regulations promulgated by the US Department of Health and Human Services, including but not limited to the Omnibus Rule, 78 Fed. Reg. 5,566, (the "HIPAA Regulations") and other applicable laws.

Cookies and Monitoring

We do not use cookies; we use Google Analytics to collect statistics on the popularity of our website and its individual sections. Google Analytics may use cookies in collecting the underlying data. We do not collect information that would identify you personally, with the obvious exception of information that you provide to us by completing our contact forms or by logging in the

AD Patient Portal. If you provide us information that identifies you personally, we do not attempt to connect that information to your browsing behavior on our website or anywhere else.

External Links

Some website pages provide links to various third party websites as a source of general information for patients. Albany Dermatology does not sponsor or endorse any of these sites, nor does it make any guarantee, warranty or representation regarding the accuracy of the information contained on the websites. In addition, Albany Dermatology has no control over the privacy or security practices of external websites. The user should read and understand the policies of all websites with respect to these practices. These links should NOT be relied upon for personal diagnosis or treatment.

Privacy Practices for Medical Information

Read the Albany Dermatology *HIPPA Notice of Privacy Practices for Medical Information*. The policy can be by [CLICKING HERE](#). A printed copy of this Notice of Privacy Practices will be provided upon request.

Changes to the Web Privacy Policy

AD may modify or change the Web Privacy Policy at any time. Such modifications or changes become effective immediately when they are posted to the Albany Dermatology website.

Effective Date: 4/1/2014