

# **GENERAL PRIVACY POLICY, NOTICE OF PRIVACY PRACTICES FOR PHI, & HIPAA ACKNOWLEDGEMENT OF RECEIPT**

DEMENTIA CARE CONCIERGE, LLC

EFFECTIVE DATE OF THIS NOTICE: This notice went into effect on 10/23/25.

## **GENERAL PRIVACY POLICY:**

Dementia Care Concierge LLC (“we,” “our,” or “us”) is committed to protecting your privacy and the confidentiality of your personal information. This Privacy Policy explains how we collect, use, and safeguard the information you share with us through our website, virtual platforms, and services.

We collect information that you voluntarily provide, such as your name, email address, phone number, billing details, and any information shared during coaching sessions, consultations, or support groups.

The information you provide is used to manage appointments, process payments, communicate with you about services, deliver personalized care coaching, and maintain client records. We may also use your information to send updates about our services or respond to inquiries. All data is stored securely, and we use administrative, physical, and technical safeguards to prevent unauthorized access, disclosure, or misuse.

We never sell, rent, or trade your personal information. We may share information only with trusted third-party providers who assist us in delivering our services—such as payment processors, scheduling platforms, and secure communication systems. These providers are required to maintain confidentiality and data protection consistent with applicable privacy standards. Information may also be disclosed if required by law or to protect the rights, property, or safety of Dementia Care Concierge LLC, our clients, or others.

We retain personal data only as long as necessary to fulfill the purposes outlined in this policy, comply with legal obligations, or resolve disputes. You may request access to, correction of, or deletion of your information at any time by contacting us in writing. We will respond to such requests in accordance with applicable laws.

All sessions are conducted virtually using secure, HIPAA-compliant platforms. However, please note that Dementia Care Concierge LLC is not a medical provider, and our services do not involve diagnosis, treatment, or therapy. Information shared during sessions is used solely to provide coaching and educational support.

Our website may include links to third-party sites for convenience, such as payment or scheduling portals. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies before sharing personal information.

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. Updated versions will be posted on our website with the revised effective date.

## NOTICE OF PRIVACY PRACTICES FOR PHI:

### **Our Commitment to Your Privacy**

Dementia Care Concierge, LLC (“DCC”) is committed to protecting the privacy and confidentiality of personal and health-related information shared with us. This Notice of Privacy Practices explains how protected health information (PHI) may be used and disclosed, and outlines your rights regarding that information. This document affirms our compliance with the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and applicable state privacy laws.

### **What Is Protected Health Information (PHI)?**

PHI includes any individually identifiable information related to a person's physical or mental health condition, caregiving situation, services received, or related personal details, whether shared verbally, in writing, or electronically.

### **How We May Use and Disclose Information**

DCC may use or disclose PHI for purposes including:

- Providing caregiver education, coaching, consultation, and support
- Communicating with individuals authorized by the client or legal representative
- Dementia-care supportive services
- Internal operations such as documentation, quality improvement, and compliance
- Situations required or permitted by law

We will not use or disclose PHI for purposes outside of those listed without written authorization, unless required by law.

### **Safeguards**

DCC uses appropriate administrative, physical, and technical safeguards to protect PHI, including secure electronic systems, limited access to records, and confidentiality training for all staff and contractors.

### **Your Rights**

You have the right to:

- Request access to your PHI
- Request corrections to your PHI

- Request restrictions on certain uses or disclosures
- Revoke written authorization at any time (in writing)
- Receive a copy of this Notice upon request

If you have any questions, concerns, or requests related to this General Privacy Policy and Notice of Privacy Practices for PHI, or how your information is handled, please contact us at:

**Dementia Care Concierge LLC**

 Email: [info@dementiacareconcierge.com](mailto:info@dementiacareconcierge.com)

 Website: [www.dementiacareconcierge.com](http://www.dementiacareconcierge.com)

## **HIPAA ACKNOWLEDGEMENT OF RECEIPT**

I acknowledge that I have received and reviewed the General Privacy Policy and **Notice of Privacy Practices for PHI** for Dementia Care Concierge, LLC. I understand how protected health information may be used and disclosed and understand my rights regarding that information.

This acknowledgement does not authorize the release of information and does not constitute consent for medical treatment.