
NOTICE OF PRIVACY PRACTICES

THIS NOTICE DESCRIBES HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN ACCESS THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.

WHO WE ARE AND OUR DUTIES

This Notice applies to **University Pathology Associates, PLC (dba: PRW Laboratories)**, its workforce members, and its business associates.

We are required by law to: - Maintain the privacy and security of your protected health information (PHI); - Provide you with this Notice of our privacy practices and legal duties; and - Follow the terms of the Notice currently in effect.

We create and maintain medical and billing records related to the laboratory services we provide. This Notice applies to all PHI generated or maintained by PRW Laboratories.

HOW WE MAY USE AND DISCLOSE YOUR PHI

We may use and disclose your PHI for the following purposes:

TREATMENT

To provide, coordinate, or manage your care, including sharing information with health care providers involved in your diagnosis or treatment.

PAYMENT

To bill and collect payment for services provided to you, including disclosures to health plans or other payers.

HEALTH CARE OPERATIONS

To operate our laboratory, evaluate staff performance, improve quality, conduct training, and comply with legal and accreditation requirements.

OTHER PERMITTED USES

We may also use or disclose PHI: - As required by federal, state, or local law; - For public health activities, health oversight, and reporting requirements; - For workers' compensation claims; - For law enforcement purposes or legal proceedings; - To avert a serious threat to health or safety; - For research purposes, as permitted by law; - To individuals involved in your care or payment, unless you object.

We follow the **minimum necessary** standard when using or disclosing PHI, except where disclosure is required for treatment or by law.

YOUR RIGHTS

You have the right to: - Inspect and obtain a copy of your PHI; - Request amendments to your PHI; - Request an accounting of certain disclosures; - Request restrictions on certain uses or disclosures (including restrictions to health plans when services are paid in full out-of-pocket); - Request confidential communications; - Receive a paper copy of this Notice; and - File a complaint if you believe your privacy rights have been violated.

Requests must be submitted in writing to our Privacy Officer.

BREACH NOTIFICATION

We will notify you as required by law if a breach of unsecured PHI occurs.

CHANGES TO THIS NOTICE

We may change this Notice at any time. Changes apply to PHI we already have and to information received in the future. The current Notice is available on our website at www.prwlaboratories.com and upon request.

COMPLAINTS AND CONTACT INFORMATION

If you believe your privacy rights have been violated, you may file a complaint with PRW Laboratories or with the U.S. Department of Health and Human Services. You will not be penalized for filing a complaint.

Privacy Officer:

Rebekah Dennison
PRW Laboratories
2331 Seminole Ln., Suite 102
Charlottesville, VA 22901
Email: rdennison@prwlaboratories.com

SMS TERMS OF USE AND TEXT MESSAGING PRIVACY PRACTICES

SMS COMMUNICATIONS

PRW Laboratories may communicate with you via text message (SMS/MMS) for non-marketing, operational purposes such as scheduling, billing inquiries, specimen coordination, or care-related communications. Your consent to receive text messages is voluntary and is not a condition of receiving services.

SECURITY DISCLAIMER

Text messaging is not a fully secure form of communication. By opting in, you acknowledge and accept the risks associated with SMS communication.

PROTECTED HEALTH INFORMATION

Text messages may include limited PHI necessary to support your care or related operations. SMS communications do not replace formal medical records or secure portals.

CONSENT AND ELECTRONIC RECORDS

By opting in, you consent to receive SMS messages and to the use of electronic records to document your consent in accordance with E-SIGN. You may withdraw consent at any time by replying **STOP**.

MESSAGE FREQUENCY AND COSTS

Message frequency varies. PRW Laboratories does not charge for text messages; however, message and data rates may apply.

OPTING OUT AND HELP

You may opt out at any time by replying **STOP**, **END**, **CANCEL**, or **UNSUBSCRIBE**. For help, reply **HELP** or contact us using the information above.

SMS PRIVACY

We do not sell or share mobile opt-in information for marketing purposes. Information may be shared only with service providers (including Microsoft Teams and telecommunications carriers) as necessary to deliver messages or as required by law.



David M. Rowe, MD

Medical Director | PRW Laboratories