

## NOTICE OF PRIVACY

**THIS LEGAL NOTICE DESCRIBES HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU MAY OBTAIN ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.**

This *Notice of Privacy Practices* is being provided to you in accordance with the requirements of the Standards for Privacy of Individually Identifiable Health Information of the Health Insurance Portability and Accountability Act (the "HIPAA Privacy Rules"). The HIPAA Privacy Rules are federal laws that seek to ensure the privacy and confidentiality of your health information. This notice has been prepared to advise you of the uses and disclosures of your Protected Health Information (henceforth referred to as "PHI") that may be made by Anne Kip Rodgers/Braincode Corp and to advise you of your rights and the legal duties relating to the privacy of your PHI. In reference to "Health Care" in this document it is understood we are also referring to "Treatment," "Mental Health Care" or "Life Coaching" or "Sports Psychology" or "Mental Skills Training."

The law permits Anne Kip Rodgers/Braincode Corp to use or disclose PHI to carry out "treatment", "payment" and other "daily office operations". Anne Kip Rodgers/Braincode Corp is not required to obtain an authorization from you or notify you each time it uses or discloses your PHI for treatment, payment, or health care operations purposes.

**Treatment:** "Treatment" means the provision, coordination, or management of health care and related services by health care providers, including the coordination or management of health care by a health care provider with a third party (such as an insurer of Anne Kip Rodgers), consultation between providers with respect to a patient, and the referral of a patient for health care from one provider to another. Anne Kip Rodgers may disclose PHI to your Primary Care Physician, or to another physician to whom you have been referred to ensure that the physician has the necessary information to diagnose or treat you.

**Payment:** Your PHI will be used, as needed, to obtain "payment" for your health care services provided by Anne Kip Rodgers. This may include certain activities that your health insurance plan may undertake before it approves or pays for the services Anne Kip Rodgers recommends for you such as making a determination of eligibility or coverage for insurance benefits and undertaking utilization review activities necessary to obtain precertification for services ("Sessions"). PHI may be disclosed to your health care plan to obtain approval for hospitalization as well.

**Daily Office Operations:** These are functions and activities Anne Kip Rodgers performs in connection with providing health care. These activities include, but are not limited to

quality assessment activities, training of psychology students, credentialing, underwriting, auditing functions, budgeting and financial reporting, and conducting or arranging for other business and administrative activities. Anne Kip Rodgers may also call you by name in the waiting room when she is ready to see you. Anne Kip Rodgers may share your PHI with third party "business associates" that perform various functions (e.g., billing services) for Anne Kip Rodgers. Anne Kip Rodgers will have a written contract with each business associate that contains terms that will protect the privacy of your PHI.

**Additional Uses of Information:**

Anne Kip Rodgers may use or disclose your PHI to provide you with appointment reminders or information about your treatment alternatives or other health-related benefits and services that may be of interest to you.

**Other Uses and Disclosures:**

For uses and disclosures of PHI that are not for treatment, payment, or daily office operations purposes and for which no exception applies, the law requires Anne Kip Rodgers to obtain your written approval in order to disclose your PHI to a particular person or entity for a particular purpose ("Authorization"). You may revoke Authorization at any time, but a revocation is not effective if Anne Kip Rodgers has already reasonably relied on your Authorization to make a particular use or disclosure.

The types of uses and disclosures of PHI that may be made without your Authorization and without giving you the opportunity to object include these (among others): for public health activities (suicidal or homicidal); to address work-related illness/injuries and for worker's compensation purposes (such as when the Government requests certain information from Anne Kip Rodgers to determine its compliance with applicable laws); when a judge or administrative tribunal orders the release of PHI; to properly assist law enforcement agencies to carry out their duties; pursuant to a request from a law enforcement official if the individual is a victim of a crime; for purposes of identifying or locating a suspect, fugitive, material witness, or missing person; for reporting to correctional institutions/law enforcement officials acting in a custodial capacity; and certain military/security purposes.

There are several types of uses or disclosures of PHI that Anne Kip Rodgers may make without your Authorization as long as, whenever possible you are given the opportunity to agree or object before Anne Kip Rodgers makes the disclosure. These exceptions are very limited and generally involve the release of a limited amount of PHI, and include, but are not limited to the following purposes: to aid family members, close personal friends or persons identified by you to assist in your care, payment of care; or to aid them in locating

you and notifying them of your condition. In these circumstances, Anne Kip Rodgers will make a concerted effort to obtain your Authorization prior to making these disclosures.

### **Your Rights Under the Privacy Standards:**

You have the right to request additional restrictions relating to Anne Kip Rodgers use or disclosure of your PHI beyond those otherwise required under the HIPAA Privacy Rules. Although Anne Kip Rodgers is not legally required to grant these requests, it is your right to make such a request. To obtain the proper form for making such a request, please review the Patient Records Request page, see the post in Anne Kip Rodgers' office, or ask Anne Kip Rodgers.

Anne Kip Rodgers may communicate your PHI to you in a variety of ways, including by mail or telephone. If you believe that communications to you by the usual means will endanger you or your care and you would like Anne Kip Rodgers to make communications by an alternate method or at an alternate location, you may advise Anne Kip Rodgers, in writing, of your concerns.

Subject to certain limitations, you have the right to request and obtain access to inspect and to copy your PHI maintained by Anne Kip Rodgers, MA, LPC-S, CHPC unless the information is not required to be accessible under the HIPAA Privacy Rules or other applicable law. Anne Kip Rodgers does not have to disclose (to you) the release of your PHI to law enforcement officials, correctional institutions, and other federal agencies.

Anne Kip Rodgers may charge you a reasonable, cost-based fee for copying (including the cost of supplies and labor) any PHI required to be copied to adequately respond to your access request, as well as any postage costs and costs associated with preparing an explanation or summary of the PHI necessary to meet your request (unless otherwise precluded by applicable State or other law). Please notify Anne Kip Rodgers to obtain the appropriate forms. You have the right to request Anne Kip Rodgers amend your PHI. Anne Kip Rodgers reserves the right to deny or partially deny requests for amendments that are not required to be granted under the HIPAA Privacy Rule. If you would like to request an amendment of your PHI, please notify Anne Kip Rodgers so that you can complete the appropriate form.

You have the right to request and obtain an accounting of disclosures that Anne Kip Rodgers has made of your PHI in the six years prior to the date on which the accounting is requested. Anne Kip Rodgers is not required to provide an accounting of disclosures made for treatment, payment, or daily office operations or for disclosures made without your Authorization. Also, Anne Kip Rodgers reserves the right to limit its accounting to disclosures made after the compliance date of the HIPAA Privacy Rules.

Anne Kip Rodgers may change the terms of this Notice at any time. The new notice will be effective for all PHI that Anne Kip Rodgers maintains at that time. Upon your request Anne Kip Rodgers will provide you with any revised *Notice of Privacy Practices*. You may request this Notice from Anne Kip Rodgers.

If you have any questions or concerns or feel that Anne Kip Rodgers has violated your privacy rights or has acted inconsistently under the HIPAA Privacy Rules, you may file a complaint using the appropriate form. You may also file a complaint with the Office of Civil Rights ("OCR") at the United States Department of Health and Human Services.

It is against the policies and procedures of Anne Kip Rodgers to retaliate against any person who has filed a Privacy complaint, either with Anne Kip Rodgers or with HHS OCR.

### **Our COVID/Cold & Flu Season Policy**

In the event of any additional Covid-related mandates (lockdowns, masks, social distancing, etc.) handed down by local, state, or federal authorities, Anne Kip Rodgers/Braincode Corp will remain open for business and will maintain normal business operating hours. As a free American citizen, you have the right to wear a mask if you choose. They are not required by Anne Kip Rodgers/Braincode Corp nor will they ever be. There are no peer-reviewed documents, nor does the CDC offer any, to prove/confirm that mask wearing is effective in the prevention of flu, Covid, or other lung-related diseases. There are many, many peer-reviewed studies that prove the contrary, however. [You may find them here.](#)

Your health is your business, and we believe you have the freedom to avail yourself of the healthcare market in any legal manner of your choosing. For you to receive the kind of care you feel the most comfortable with we offer two service options: In-person face-to-face, and virtual/video. Workshop, team training, and speaking options also can be in-person face-to-face or virtual/video.

Most of our clients continue to seek the "one-on-one" personal approach and specifically request the in-person option. Our offices go through regular cleaning processes called to ensure your safety. Antibacterial is also available on site should you wish to use it.

If you prefer to meet via video conferencing, for any reason at all, we will gladly honor that request.

We value your health and the continued trust you place in us year-round.

This Notice is effective as of February 8, 2026.

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