

# Notice of Privacy Practices

New Life Recovery Center is providing this Notice of Privacy Practices because the privacy of your health information is very important to you and to us, and in compliance with federal regulations.

By “your health information” we mean the information that we maintain that specifically identifies you and your health status.

## Summary

This Notice describes how we use your health information within New Life Recovery Center and disclose it outside New Life Recovery Center, and why.

## This Notice covers:

- Uses or disclosures that do not require your written authorization.
- Treatment, payment, and health care operations.  
Uses or disclosures of your health information to which you may object.
- Uses or disclosures required or permitted.
- Uses or disclosures that require your written authorization.
- Your rights as a patient regarding privacy of your health information.
- Our duties in protecting your health information.
- Complaints, contact person, effective date, and acknowledgement.

## **USES OR DISCLOSURES THAT DO NOT REQUIRE YOUR WRITTEN AUTHORIZATION Treatment, Payment, and Health Care Operations**

We use or disclose your health information to carry out your treatment; to obtain payment for your treatment; and to conduct health care operations. For example: For treatment, we use your health information to plan, coordinate, and provide your care. We disclose your health information for treatment purposes to physicians and other health care professionals outside our agency who are involved in your care. For payment, we use your health information to prepare documentation required by your insurance company or HMO or by Medicare or Medicaid. We disclose that part of your health information that these organizations require to pay us.

For health care operations, we use or disclose your health information, for example, to improve the quality of our services, to plan better ways of treating patients, and to evaluate staff performance.

## **Uses or Disclosures of Your Health Information to Which You May Object**

We may use or disclose your health information for the following purposes, unless you ask us not to. Informing family and friends. We may disclose your health information to family, friends, or others identified by you who are involved in your care with a signed consent from you. Assistance in disaster relief efforts. For fundraising activities. We may contact you or your family for fundraising purposes. If you do not wish to be contacted for this purpose, please contact and indicate that you do not wish to receive fundraising communication from us. Confirming your appointments. Informing you about treatment alternatives or other health related benefits and services that may be of interest to you. If you object to our use of your health information for any of these purposes please contact: New Life Recovery Center: 973-728-7788 and ask for the Privacy Officer.

## **Uses or Disclosures Required or Permitted**

Where we are required or permitted to do so, we may use or disclose your health information in the following circumstances without your written authorization. If a consumer voices a threat against a specific individual or group, that individual or person responsible for the group (e.g. school principle if the threat was made against a school) must be notified. Police may be notified if the intended victim cannot be notified. [practitioners have a duty to warn],

- If a consumer reveals that child abuse may have taken place, the Division of Child Protection and Permanency must be notified [10:37-6.108(b)]
- If the consumer is a minor suspected of being abused, the record may be released to DCPNP [10:37-6.79(c)]
- If a consumer reveals abuse on a rooming/boarding/nursing home, this shall be reported to the County Welfare Agency [10:37-6.108(b)],
- Information may be shared with another mental health agency in accordance with HIPAA [10:37-6.79 (b)1i]
- If a judge orders the release of information to a court [10:37-6.79(a)2],

- If a consumer is psychiatrically evaluated by a psychiatric screening center, information may be released to the screening staff to facilitate the evaluation [10.37-6.79(a)3]

To comply with any Federal or State law requiring the release of information [10.37-6.79(a)3]

When the Office of Licensing or Medicaid conducts a review, a consumer's clinical record may be reviewed [10.37- 6.79(b)2]

An accreditation reviewer may look at a consumer's record [10:37-6.79(b)3]

If officials within the offices of the State Medical Examiner or a County Medical Examiner making investigations and conducting autopsies request the information [10:37-6.79(b)4]

Non-specific information may be provided to a family member or friend if the consumer does not object [N.J.A.C. 10:37-6.79(e)];

To a consumer's personal physician to benefit the consumer [N.J.A.C 10:37-6.79 (f)]

Medication information may be released to the consumer's pharmacy under the age of 18 requiring authorization will be determined by the consumer's parent or guardian [N.J.A.C. 10:37-6.79(a)1ii(2)]

## **Uses or Disclosures Which Require Your Written Authorization**

Your written authorization, which you may revoke (in writing), is required if we use or disclose your health information for any purpose other than those stated above. In particular your authorization is required if:

We use or disclose your psychotherapy notes other than for treatment or health care operations as specified in federal regulations.

We use or disclose your health information for marketing or goods or services.

## **Your Rights As A Patient To Privacy Of Your Health**

### **Information Right to Request Restrictions**

You have the right to request restrictions on our uses and disclosures of your health information, however we may refuse to accept the restriction.

### **Right to request an Accounting of Disclosures of Your Health Information**

You have the right to request an accounting of our disclosures of your health information for purposes other than treatment, payment, and health care operations. We will make every attempt to honor your request. We are not

required to provide in accounting for disclosures before April 13, 2003 or for more than 6 years prior to the date of your request.

## **Right to Obtain a Paper Copy of this Notice**

If you have received this Notice electronically, you have the right to receive a paper copy. To exercise any of these rights please write or telephone our offices at 23 Colfax Avenue – Pompton Lakes, NJ 07442 – 973-728-7788

## **Our Duties in Protecting Your Health Information**

We are required by law to maintain the privacy of your health information. We must inform our patients or their legal representatives of our legal duties and privacy practices with respect to health information. This notice discharges that duty.

We must abide by the terms of the Notice currently in effect.

We reserve the right to change the terms of this Notice and to make the new Notice provisions effective for all health information that we maintain. At any time, you may obtain a copy of the current notice from our Privacy Officer, or the person designated by said officer.

## **Complaint, Contact Person, Effective Date, and Acknowledgement**

You may complain to us and to the Secretary of Health and Human Services if you believe your rights have been violated.

You will not be retaliated against for filing a complaint.

You may file your complaint with our agency by writing to our Privacy Officer at:

23 Colfax Avenue – Pompton Lakes, NJ 07442 or calling – 973-728-7788.

You may file a complaint with the Secretary of Health and Human Service by writing to: Secretary of Health and Human Services  
U.S. Department of Health and Human Services 200 Independence Avenue S.W.  
Washington, D.C. 20201 (source *www.hhs.gov*)

For further information you may write or call our Privacy Officer at:  
23 Colfax Avenue – Pompton Lakes, NJ 07442

# Privacy Policy

We are committed to protecting and respecting your privacy. This Privacy Policy (this “Policy”) describes how we collect, use and disclose personal information of users of our services, including our Website (our “Site”). Please read this Privacy Policy carefully.

We will only use the personal data gathered through this website as set out in this Policy. Below you will find information on how we use your personal data, for which purposes your personal data is used, with whom it is shared and what control and information rights you have. By using our Site, you agree to the collection and use of information in accordance with this policy.

## Information We Collect

We and our third-party service providers may collect and process the following types of personal information about you:

- Name <https://myprojectstaging.net/development/new-life-recovery/>
- Phone Number
- Email Address
- Social Network Profile Information
- Call Data
- Information we collect when you use our Site, such as your domain name, internet protocol (IP) address, mobile device model, internet service provider, Site access times, websites that referred you to us and web pages within our Site that you visit
- Information you communicate to us through our Site, our social media pages or through other means.

## **Cookies**

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stores on your computer's hard drive.

We use cookies on our Site in order to understand how you use our website and to improve your experience. Cookies are text files which are stored on your computer. After you have finished your session and closed your browser, many of the text files are deleted ("session cookies"). So called "persistent cookies" are also stored and these allow us to recognize you during your next visit on our website. With persistent cookies, the data continues to be stored on the system and may be accessed and processed during a specific period of time by the manager of the cookie, which may range between several minutes and up to two years. You can prevent cookies being saved on your computer by changing your browser settings. This may result in some functions used by our website being restricted.

### **Types of Cookies**

There are a few types of cookies we may use on our Site.

These include:

- **Necessary Cookies:** These cookies help make a website usable by enabling basic functions like page navigation and access to secure area of the website. The website cannot function properly without these cookies.
- **Statistic Cookies:** These cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.
- **Marketing Cookies:** These cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers. Marketing cookies are also helpful with retargeting ads and collecting call data to help the website owners better serve you.

## **Google Tag Manager**

This website may use Google Tag Manager. Google Tag Manager is a solution operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”) that allows marketed website tags to be managed using an interface. The Tag Manager tool itself (which implements the tags) is a cookie-less domain and does not register personal data. The tool causes other tags to be activated which may, for their part, register data under certain circumstances. Google Tag Manager does not access this information. If recording has been deactivated on domain or cookie level, this setting will remain in place for all tracking tags implemented with Google Tag Manager.

## **Use of Google Analytics**

This website may use Google Analytics, an analyzing service provided by Google. Google Analytics uses cookies to help the website analyze how users use our Site. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the USA.

Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing them other services related to website activity and internet usage.

The IP-address that your browser conveys within the scope of Google Analytics, will not be associated with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also opt-out from being tracked by Google Analytics with effect for the future by downloading and

installing Google Analytics Opt-out Browser Add-on for your current web browser: <http://tools.google.com/dlpage/gaoptout?hl=en>. Please refer to further information on usage rights or data protection please visit the following websites: <https://www.google.com/policies/privacy/> or <https://www.google.com/intl/en/policies/terms/>

As an alternative to the browser Add-on or within browsers on mobile devices click this link in order to opt-out from being tracked by Google Analytics within this website in the future (the opt-out applies only for the browser in which you set it and within this domain): [Disable Google Analytics](#)

Please note that in case of deletion of your cookies you will need to click on the links above again to secure your data.

### **Use of Facebook-Pixel / Custom Audiences**

This website may use the remarketing function “Custom Audiences” of Facebook Inc., 1601 Willow Road, Menlo Park, CA, USA (“Facebook”).

This function is used to present interest-based advertisements to visitors to this website when they visit the social network Facebook. For this purpose, Facebook’s remarketing tag may have been implemented on this website. This tag establishes a direct connection to the Facebook servers when you visit the website. This information is transmitted to the Facebook server that you have visited this website and Facebook assigns this information to your personal Facebook user account. We are not using advanced matching (creating Custom Audiences from Customer Lists). For more information about Facebook’s collection and use of the data and your rights and choices about protecting your privacy, please see Facebook’s privacy policy at <https://www.facebook.com/about/privacy/>. You can deactivate the remarketing function “Custom Audiences” at <https://www.facebook.com/settings>. You must be logged into Facebook to do this.

## **YouTube/Vimeo Videos**

On our website you may be able to watch videos uploaded on YouTube (a Google company) or Vimeo (Vimeo Inc., 555 West 18th Street, New York, NY 10011, USA (“Vimeo”)) that are integrated via iFrame. The iFrames are set in a way that a connection is firstly established when you click on the “play” button.

If you are logged in to YouTube or Vimeo account at the same time when you press play, YouTube or Vimeo may associate your surfing behavior with your user profile. You can prevent such data processing by logging out of your account before visiting our website.

As this is the service of a third party, we have no influence on the processing of such data by Google or Vimeo. The purpose and scope of data collection and the further processing and use of the data by Google or Vimeo as well as your rights and setting options for the protection of your privacy can be found in the relevant information on data protection at

<https://www.google.de/intl/de/policies/privacy/> or <https://vimeo.com/privacy>

The purpose and legitimate interest is to increase the visibility of this website and the attractiveness and user-friendliness of our services.

## **How We Use the Information Collected**

We and our third-party service providers may use information collected to:

- Operate, maintain and improve our Site.
- Conduct analytics to help us better understand our customers and improve our products and services.
- Process and manage purchases made by you.
- Respond to your customer service inquiries, post your comments related to our product and services on our social networking pages and

take other actions in response to your questions, comments or Site activity.

- Communicate with you about special offers, services and promotions that may be of interest to you.
- Help us develop, customize, deliver, support and improve our services.
- Allow you to participate in interactive features of our service when you choose to do so.
- Notify you about changes to our service.

We and our third-party service providers may use the information collected from cookies, call data, tracking pixels and other similar technologies to target advertising to you personally, through online and offline methods including email, display media, video media and direct mail.

When you log in to visit our Site, your IP address may be combined with other de-identified data (such as a hashed, non-readable email or postal address) and such information may be used by third-party service providers to send ads and materials to you based on your preferences, interests and attributes. Such information may also be combined with aggregate information collected from other users or sources and used by third-party service providers to conduct market research and to better target their advertising. Although you may not opt out of receiving online advertisements generally, you may find out how to opt out of having your online behavior collected by third-party advertisers for advertising purposes. You may visit each ad network's website individually to opt-out and review their privacy policies, or you may visit the Digital Advertising Alliance's opt-out website at <http://www.aboutads.info/> or the Network Advertising Initiative's opt-out website at <http://networkadvertising.org/>.

## **How We Disclose the Information Collected**

We and our third-party service providers may share your personal information under the following circumstances:

- We may share your personal information with any member of our group of companies (our subsidiaries and our ultimate parent company and its subsidiaries).
- We may share your personal information with companies that provide services to us, such as credit card processors, website hosts, email vendors and other companies that help us provide our services for our Site.
- We may disclose your personal information in response to legal process, when required to comply with laws, to combat fraudulent or criminal activity, to enforce our agreements, corporate policies and the terms of use of our Site, and to protect the rights, property and safety of our business, our employees, agents, customer or others.
- We may share technical data that we collect about your browsing habits and your device (such as data collected via our cookies, call data, tracking pixels and similar technologies as discussed above) with third-party service providers and other advertising companies. This enables them and us to better target ads to you and other consumers.

## **No Requirement to Provide Personal Data**

The provision of your personal data will generally be voluntarily and there is no statutory nor contractual obligation to provide your personal data. We generally do not contractually require provision of your personal data; but note that in any event non-provision of personal data might exclude you from using some of our services or parts thereof.

# Accessibility Statement

## General

Our Site strives to ensure that its services are accessible to people with disabilities. Our Site has invested a significant amount of resources to help ensure that its website is made easier to use and more accessible for people with disabilities, with the strong belief that every person has the right to live with dignity, equality, comfort and independence.

## Accessibility On Our Site

Our Site makes available the UserWay Website Accessibility Widget that is powered by a dedicated accessibility server. The software allows our Site to improve its compliance with the Web Content Accessibility Guidelines (WCAG 2.1).

## Enabling the Accessibility Menu

The accessibility menu on our Site can be enabled by clicking the Accessibility menu icon that appears on the corner of the page. After triggering the accessibility menu, please wait a moment for the accessibility menu to load in its entirety.

## Disclaimer

Our Site continues its efforts to constantly improve the accessibility of its site and services in the belief that it is our collective moral obligation to allow seamless, accessible and unhindered use also for those of us with disabilities.

In an ongoing effort to continually improve and remediate accessibility issues, we also regularly scan our Site with UserWay's Accessibility Scanner to identify and fix every possible accessibility barrier on our site. Despite our efforts to make all pages and content on our Site fully accessible, some content may not have yet been fully adapted to the strictest accessibility standards. This may be a result of not having found or identified the most appropriate technological solution.

## **Here For You**

If you are experiencing difficulty with any content on our Site or require assistance with any part of our site, please contact us during normal business hours as detailed on our Site and we will be happy to assist.

## **Contact Us**

If you wish to report an accessibility issue, have any questions or need assistance, please contact us as detailed on our Site.

## **Security**

The security of your Personal Information is important to us, but remember that no method of transmission over the internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

## **How to Contact Us**

If you have any questions, comments or requests regarding this policy, please contact us using the contact information shown on our Site.

## **Changes to This Policy**

We reserve the right to amend this policy from time to time.

**Effective Date: July 2022**

**Last Updated: July 11, 2022**