



NOTICE OF PRIVACY PRACTICES (HIPAA)

North Fulton Lactation formerly The Fourth Collective

Kara Pernice, RN, IBCLC

Effective Date: January 24, 2026

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

Our Responsibilities

North Fulton Lactation is required by law to:

- Maintain the privacy of your protected health information (PHI)
- Provide you with this Notice of Privacy Practices
- Follow the terms of this Notice

Uses and Disclosures of Protected Health Information

We may use or disclose your PHI without your authorization for the following purposes:

Treatment

To provide, coordinate, or manage your lactation care, including communication with other healthcare providers involved in your or your baby's care.

Payment

To bill for services, process insurance claims, provide superbills, and collect payment.

Healthcare Operations

For practice operations such as documentation, quality assessment, training, and administrative functions.

Telehealth and Electronic Communication

PHI may be used or disclosed during telehealth visits and through electronic communication platforms. While safeguards are used, electronic communication carries inherent risks.

Other Uses and Disclosures

PHI may also be disclosed:

- As required by law
- For public health and safety purposes
- To prevent serious threats to health or safety
- With your written authorization for other purposes

You may revoke authorization at any time in writing, except where action has already been taken.

Your Rights

You have the right to:

- Request access to your health records
- Request corrections to your health information
- Request restrictions on certain uses or disclosures
- Request confidential communications
- Receive an accounting of disclosures
- Obtain a paper or electronic copy of this Notice

Requests must be submitted in writing.

Complaints

If you believe your privacy rights have been violated, you may file a complaint with:

- North Fulton Lactation, or
- The U.S. Department of Health and Human Services

You will not be penalized for filing a complaint.

Contact for Privacy Matters

Privacy Officer: Kara Pernice, RN, IBCLC

North Fulton Lactation

✉ Email: admin@northfultonlactation.com

☎ Phone: 770-329-0006

Changes to This Notice

We reserve the right to change this Notice and apply changes to all PHI we maintain. Updated versions will be available upon request and on our website.