



## Social Media & Photo Release Informed Consent Form

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### Social Media Informed Consent

Bumgarner & Martin Orthodontics is pleased to participate in social media. We may share pictures, office updates, new contests, and other fun and helpful information updates that may benefit our patients. With the permission of our patients, we are pleased to share posts welcoming new patients to our practice, congratulating patients completing their treatment, and posting photos of our patients' beautiful new smiles.

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### Photo Release

I consent to the use of the patient's personal image and likeness, including but not limited to images representing and depicting the treatment provided and the effect thereof, by Bumgarner & Martin Orthodontics for any lawful use Bumgarner & Martin Orthodontics deems appropriate, including for treatment, illustration, and publication to the public at large.

I hereby relinquish any and all rights to the patient's likeness or any image obtained by any photographic or digital means by Bumgarner & Martin Orthodontics during the course of treatment. I understand that I am entitled to no consideration, remuneration, or payment of the use of my image in any advertising, promotional, or educational materials.

I understand any image or likeness of the patient may be altered prior to use if deemed appropriate by Bumgarner & Martin Orthodontics. I understand and agree that I have no right to be consulted about or approve of any such alterations before the image is used.

I understand that Bumgarner & Martin Orthodontics will make all reasonable efforts to safeguard my privacy as required by applicable law, including the Health Insurance Portability and Accountability Act of 1996 (HIPAA). I understand, however, that Bumgarner & Martin Orthodontics cannot guarantee my complete privacy in the event the image or likeness is used by third parties.

I understand and agree that Bumgarner & Martin Orthodontics may use information regarding patient's health condition, including information regarding diagnosis, course of treatment, date of birth and/or age, or any other relevant medical conditions in describing the treatment rendered as depicted in any image of the patient.

I understand that Bumgarner & Martin Orthodontics may not and has not conditioned the rendition of treatment to me upon authorization of the use of the image and/or likeness.