

# Privacy Policy

**Effective Date:** October 23rd, 2024

At DMD Dental, your privacy and the security of your personal information are extremely important to us. This Privacy Policy outlines how we collect, use, protect, and share your information when you visit our website or interact with our services. By accessing our website or using our services, you agree to the terms outlined in this policy.

## 1. Information We Collect

We may collect the following types of information when you use our website or engage with our services:

- **Personal Information:** This includes your name, email address, phone number, mailing address, insurance information, and any other information you provide when contacting us or booking appointments through our website.
- **Health Information:** As a dental practice, we may collect protected health information (PHI) that is subject to the Health Insurance Portability and Accountability Act (HIPAA). This information may include your medical history, treatment plans, and insurance details.
- **Technical Data:** We may collect information about your device and usage patterns, such as your IP address, browser type, pages visited on our site, and time spent on our site.

## 2. How We Use Your Information

We may use your information for the following purposes:

- To provide dental care services and manage your appointments
- To communicate with you regarding your dental care, including appointment reminders, treatment plans, and follow-up care
- To improve our website, services, and customer experience
- To comply with legal obligations, including HIPAA, and respond to legal requests
- To process payments and manage billing information
- To send marketing communications (with your consent) regarding promotions, services, or newsletters

## 3. Sharing Your Information

We do not sell your personal information to third parties. However, we may share your information under the following circumstances:

- **With Service Providers:** We may share your information with third-party vendors who assist us with billing, website hosting, and marketing services, provided they agree to protect your information in accordance with our policies.
- **For Legal Reasons:** We may disclose your information when required by law, including to comply with a subpoena, court order, or other legal process.
- **With Your Consent:** We may share your information with third parties if you give us explicit consent to do so.

## 4. HIPAA Compliance

We are committed to protecting your protected health information (PHI) in compliance with HIPAA regulations. PHI will only be used or disclosed as necessary for your treatment, payment, and healthcare operations, or as otherwise allowed or required by law. For more information about your rights under HIPAA, please refer to our **Notice of Privacy Practices** available at our office or upon request.

## 5. Security of Your Information

We take appropriate measures to safeguard your personal and health information from unauthorized access, disclosure, alteration, or destruction. These measures include physical, electronic, and procedural safeguards. However, no method of data transmission or storage is completely secure, and we cannot guarantee the absolute security of your information.

## 6. Cookies and Tracking Technologies

Our website may use cookies and similar tracking technologies to enhance your browsing experience and gather usage data. You can disable cookies through your browser settings, though this may affect your ability to use some features of our site.

## 7. Your Rights

You have the following rights regarding your personal and health information:

- **Right to Access:** You may request a copy of the personal information we hold about you, including your health records.
- **Right to Correct:** You may request corrections to any inaccurate or incomplete information.
- **Right to Delete:** You may request that we delete your personal information, subject to certain legal obligations.
- **Right to Opt-Out:** You may opt-out of receiving marketing communications from us at any time by following the unsubscribe instructions in our emails or contacting us directly.

## 8. Children's Privacy

Our services are not intended for children under the age of 13. We do not knowingly collect personal information from children under 13 without parental consent. If we become aware that a child under 13 has provided us with personal information, we will take steps to delete it in compliance with the Children's Online Privacy Protection Act (COPPA).

## **9. Third-Party Links**

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policies of any third-party websites you visit.

## **10. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be reflected on this page, and we will update the effective date at the top of this policy. We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.

## **11. Contact Us**

If you have any questions or concerns about this Privacy Policy or our practices regarding your personal and health information, please contact us at:

DMD Dental  
7312 E Deer Valley Road, Ste 100, Scottsdale AZ 85255  
480.573.0607