

Privacy Policy & SMS Terms and Conditions

1. Information Collection and Use

Under the Health Insurance Portability & Accountability Act of 1996 (HIPAA), you have certain rights to privacy regarding your protected health information.

At **Danville Dental Clinic**, we are committed to protecting your privacy. We collect personal information, such as your name, email address, and phone number, only when voluntarily submitted by you through our website forms or during patient registration. This information is used solely to provide dental services, manage appointments, and communicate clinical updates. We will conduct, plan, and direct treatment follow-up among other healthcare providers who may be involved in that treatment directly or indirectly. We will obtain payment from third-party payers, and we will conduct normal healthcare operations such as quality assessments and physician certifications.

2. SMS/Text Messaging Communication

By providing your mobile number and opting in, you consent to receive text messages from **Danville Dental Clinic**. These messages may include appointment reminders, follow-up care instructions, or office updates.

Opt-In: You may opt-in via our website forms or by texting **START** to **317-745-7711**.

Opt-Out: You can cancel the SMS service at any time. Just text **STOP** to **317-745-7711**. After you send the SMS message **STOP** to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us.

Help: If you are experiencing issues with the messaging program you can reply with the keyword **HELP** for more assistance, or you can get help directly at **317-745-7711**.

Frequency: Message frequency varies based on your appointment schedule and needs.

Rates: Carriers are not liable for delayed or undelivered messages. As always, message and data rates may apply for any messages sent to you from us and to us from you.

3. Data Privacy and Sharing

We value your privacy and do not sell or rent your personal information to third parties.

All the above categories exclude text messaging originator opt-in data and consent; this information won't be shared with any third parties.

Personal information is used exclusively by our staff for the purpose of patient care and practice management. We do not share your information for marketing purposes with any external entities.

4. Security

We implement a variety of security measures to maintain the safety of your personal information. Your data is stored in secure networks and is only accessible by a limited number of persons who have special access rights to such systems and are required to keep the information confidential.