

# AESTHETIC SMILE RECONSTRUCTION

## SMS Privacy Policy

Effective Date: Dec 1, 2024

At **Aesthetic Smile Reconstruction**, we value and respect your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you visit our clinic or use our website. We are committed to protecting your privacy and complying with all relevant privacy laws, including the Health Insurance Portability and Accountability Act (HIPAA).

### Information We Collect

We may collect the following types of information from you:

- **Contact Information:** If you sign up to receive our newsletters, emails, or text messages, we will collect your name, email address, mailing address, phone number, and any other information needed to contact you about our services.
- **Health Information:** Medical and dental history, current health conditions, treatment records, prescription information, and any other health-related data relevant to your care.
- **Payment Information:** To procure our services, you will need to provide us with payment information (like your bank account or credit card information). Please note that your financial information is collected and stored by a third-party payment processing company. Use and storage of your information is governed by the third-party payment processor's applicable privacy policy.
- **Survey Information:** You may provide us with other personal information when you fill in a form, respond to our surveys or questionnaires, provide us with feedback, or use other features of our services.

**Website Information:** When you visit our website, we may collect non-personal information such as IP addresses, browser type, and pages viewed to improve user experience.

### How We Use Your Information

We use the information we collect for the following purposes:

- **Dental Care and Treatment:** To provide you with dental care and services, including diagnosing, treating, and managing your oral health.
- **Appointments and Communication:** To schedule, confirm, and remind you about appointments, and to communicate with you regarding your care.
- **Billing and Insurance:** To process payments, submit insurance claims, and handle billing matters.
- **Improvement of Services:** To improve our services, website, and customer experience.
- **Compliance with Legal Requirements:** To comply with healthcare regulations, including HIPAA, and other applicable laws.

### How We Protect Your Information

We are committed to maintaining the security and confidentiality of your personal and health information. We implement physical, administrative, and technical safeguards to protect your data from unauthorized access, disclosure, alteration, and destruction.

- **Encryption:** Sensitive information, such as health and financial data, is encrypted when transmitted over the internet.
- **Access Control:** Only authorized personnel with a legitimate need to know will have access to your personal information.
- **Physical Security:** We maintain strict controls over access to our office and any physical records.

### Explicit Non-sharing of Your Information

**Aesthetic Smile Reconstruction** is committed to upholding the highest standards of privacy for all personal information collected through our text messaging services. We do not sell, rent, distribute, or trade your personal data to third parties without your explicit consent unless legally required to do so. Any information shared with third parties is exclusively for the purpose of delivering our services to you. We assure you that your data will never be shared with third parties for marketing purposes.

### Disclosure of Your Information

We may disclose your personal information in the following situations:

- **Healthcare Providers:** To other healthcare professionals involved in your care or treatment, such as specialists, laboratories, or pharmacies.
- **Insurance Companies:** To your insurance provider for billing and claims purposes.
- **Legal Compliance:** As required by law, including to comply with a subpoena, legal process, or other lawful requests.
- **Business Associates:** We may share your information with trusted third-party service providers (e.g., billing companies, IT services) who assist us in operating our clinic. These partners are required to maintain the confidentiality of your information.

### **Opt-out instructions**

If you no longer wish to receive text messages from us, you can opt out at any time by replying with the word 'STOP' or 'UNSUBSCRIBE' to the number from which you received the message. Upon receiving your request, we will promptly remove you from our messaging list, and you will no longer receive further text communications from us.

### **Your Rights Regarding Your Information**

You have the right to:

- **Access:** Request a copy of your personal health information maintained by us.
- **Correction:** Request corrections to any inaccurate or incomplete information.
- **Deletion:** Request that we delete your personal information, subject to certain legal limitations.
- **Restrictions:** Request restrictions on how we use or disclose your information, although we are not required to agree to such restrictions in all cases.
- **Revocation of Consent:** If you have previously provided consent for certain uses of your information, you can revoke that consent at any time.

To exercise these rights, please contact our office at the contact details provided below.

### **Cookies and Tracking Technologies**

When you visit our website, we may use cookies or other tracking technologies to enhance your user experience. Cookies are small files stored on your device that help us remember your preferences and improve website functionality. You can control cookies through your browser settings.

### **Third-Party Websites**

Our website may contain links to third-party websites. This Privacy Policy does not apply to those external websites, and we are not responsible for the content or privacy practices of those sites. We encourage you to review the privacy policies of any third-party websites you visit.

### **Children's Privacy**

We do not knowingly collect or solicit personal information from children under the age of 13. If we learn that we have collected personal information from a child under 13 without verification of parental consent, we will delete that information.

### **Modifications to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. Any changes will be posted on our website, and the effective date will be updated accordingly. We encourage you to review this policy periodically.

### **Contact Information**

If you have any questions, concerns, or requests regarding this Privacy Policy or the information we maintain about you, please contact us at:

**Aesthetic Smile Reconstruction**

**Address: 75 3<sup>rd</sup> Avenue, Suite 1 B, Waltham, MA 02451**

**Phone: 781-487-1111**

**Email: [contact@aestheticsmilereconstruction.com](mailto:contact@aestheticsmilereconstruction.com)**