

Privacy Policy & Terms of Service

Advanced Dentistry of El Paso

Effective Date: **January 1, 2026**

Advanced Dentistry of El Paso (“we,” “our,” or “us”) is committed to protecting your privacy and safeguarding your personal information. This document explains how we collect, use, and protect information when you visit our website, communicate with us, or use our services.

WEBSITE PRIVACY POLICY – UNITED STATES

Important Notice

This Website Privacy Policy is **not the same as our HIPAA Notice of Privacy Practices (NPP)**.

For information about how we use and disclose your **Protected Health Information (PHI)** for treatment, payment, and healthcare operations, please review our **Notice of Privacy Practices**.

1. Information We Collect

Information You Provide Directly

We may collect personal information that you voluntarily provide, including:

- Name, email address, phone number, and mailing address
- Appointment requests and scheduling preferences
- Patient intake or medical history information

- Insurance information and benefits details
- Messages sent through contact forms, email, SMS, or chat
- Uploaded files such as X-rays or insurance cards

Information Collected Automatically

When you visit our website, certain information may be collected automatically:

- IP address
- Device and browser information (user-agent, OS, language)
- Pages viewed, links clicked, and time spent on pages
- Approximate location based on IP
- Cookies, pixels, and similar technologies

Information From Third Parties

We may receive information from third parties such as:

- Scheduling or booking platforms
 - Payment processors and financing providers (e.g., CareCredit)
 - Analytics or advertising partners that provide aggregated statistics
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2. How We Use Information

We use collected information to:

- Schedule and manage appointments

- Respond to questions and provide patient support
- Operate and improve our website
- Send appointment reminders and service messages
- Process payments and verify insurance eligibility
- Maintain security and prevent fraud
- Comply with legal obligations
- Send marketing communications with your consent

You may opt out of marketing communications at any time.

3. HIPAA & Protected Health Information (PHI)

If you become a patient or provide health information for care, some information may be **Protected Health Information (PHI)** under HIPAA.

PHI may be used and disclosed for:

- Treatment
- Payment
- Healthcare operations
- Other uses permitted by law

For full details regarding PHI and your rights (access, amendment, restrictions, confidential communications), please review our **Notice of Privacy Practices**.

4. Legal Bases for Processing (Visitors Outside the U.S.)

If you access our website from regions requiring a legal basis for data processing (such as the EU or UK), we process information based on:

- Consent
 - Contract necessity
 - Legitimate interests
 - Legal compliance
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5. How We Share Information

We may share information with:

Service Providers

Companies that help operate our business, such as:

- Website hosting providers
- Email and SMS platforms
- Patient form systems
- Payment processors
- IT and security vendors
- Analytics providers

Service providers must safeguard information and use it only to provide services to us.

Insurance Companies

Information may be shared for insurance verification and claims processing.

Healthcare Providers

Information may be shared with referring or co-treating providers when appropriate.

Legal Requirements

We may disclose information to comply with legal obligations or protect safety, rights, or property.

Business Transfers

Information may be transferred as part of mergers, acquisitions, or business restructuring.

We do not sell personal information for money.

6. Cookies & Online Tracking

We use cookies and similar technologies to:

- Remember preferences
- Improve website performance
- Measure traffic (e.g., Google Analytics)
- Measure or deliver advertising where applicable

You may control cookies through your browser settings.

Some browsers send **Do Not Track (DNT)** signals. Our website does not currently respond to DNT signals.

Where required by law, we provide a **cookie banner** to manage preferences.

7. Text Messages, Email & Calls

If you provide your phone number or email address, you consent to receive communications such as:

- Appointment reminders
- Treatment follow-ups
- Administrative updates

Message and data rates may apply.

You may opt out of non-essential communications by:

- Replying **STOP** to SMS messages
- Using the **unsubscribe link** in emails

Important service messages may still be sent when necessary.

8. Patient Portals & Secure Forms

If we provide a patient portal or secure forms, please use these systems for sensitive information.

Avoid sending confidential medical or payment information via standard email or unsecured channels.

9. Data Retention

We retain information as necessary to:

- Provide services
- Comply with legal and regulatory requirements
- Meet dental record retention laws

- Resolve disputes
- Enforce agreements

PHI is retained according to applicable legal and professional standards.

10. Data Security

We implement administrative, technical, and physical safeguards designed to protect personal information.

However, no system can guarantee complete security. If a security incident occurs, we will follow applicable notification laws.

11. Your Choices & Rights

You have several choices regarding your personal information.

Marketing Opt-Out

You may opt out of marketing emails or SMS messages at any time.

Cookie Controls

You may manage cookies through browser settings or the cookie banner.

Account Information

If you have an account or portal, you may update your information through your profile.

HIPAA Rights

PHI-related rights are explained in our **Notice of Privacy Practices**.

State Privacy Rights (U.S.)

Residents of certain states (including California, Colorado, Connecticut, Virginia, and Utah) may have rights such as:

- Access to personal information
- Deletion of personal information
- Correction of inaccurate information
- Opting out of targeted advertising or data sharing

California residents may also use a “**Do Not Sell or Share My Personal Information**” link where applicable.

12. Children’s Privacy

Our website is not intended for children under the age of 13.

We do not knowingly collect personal information from children online.

If you believe a child has provided information, please contact us so we can remove it if required by law.

13. Third-Party Links

Our website may contain links to third-party websites or services that we do not control.

Their privacy policies apply to those sites.

14. International Visitors

If you access our website from outside the United States, your information may be processed in the U.S., where data protection laws may differ.

15. Changes to This Policy

We may update this policy from time to time.

The **Effective Date** indicates when the latest revision was made.

16. Contact Information

If you have questions about this policy or your privacy rights, please contact:

Advanced Dentistry of El Paso

12261 Eastlake Blvd Suites E507 & E508

El Paso, TX 79928

Phone: **915-205-3500**

WEBSITE PRIVACY POLICY – CANADA

This policy also applies to visitors from Canada and complies with the **Personal Information Protection and Electronic Documents Act (PIPEDA)** and applicable provincial laws.

Privacy Officer

Edgar Verastegui

Advanced Dentistry of El Paso

12261 Eastlake Blvd Suites E507 & E508

El Paso, TX 79928

Phone: 915-205-3500

Federal and provincial privacy regulators include:

- Office of the Privacy Commissioner of Canada
- Information and Privacy Commissioner of Ontario
- Office of the Information and Privacy Commissioner of Alberta
- Office of the Information and Privacy Commissioner for BC
- Commission d'accès à l'information (Quebec)

Additional provincial requirements may apply for clinics operating in Ontario, Alberta, British Columbia, or Quebec.

TERMS AND CONDITIONS (TERMS OF SERVICE)

Effective Date: **January 1, 2026**

By opting in to receive SMS messages from **Advanced Dentistry of El Paso** (“we,” “us,” “our”), you agree to the following terms:

1. SMS Messaging Service

By providing my phone number, I consent to receive SMS text messages from **Advanced Dentistry of El Paso** for appointment reminders, marketing messages, and general two-way communication.

Msg frequency varies.

Msg & data rates may apply.

Reply HELP for support.

Reply STOP to opt out.

2. Message Frequency

You will receive **up to 4-8 messages per month**.

3. Message and Data Rates

Message and data rates may apply based on your mobile carrier's terms.

4. Privacy Policy

Your information will be handled in accordance with our Privacy Policy.

5. Opt-Out Instructions

You can opt out at any time by replying **“STOP”** to any SMS message.

Reply **HELP** for support.

You may also contact us directly at **915-205-3500**.

6. Liability

We are not responsible for any charges, errors, or delays in SMS delivery caused by your carrier or third-party service providers.

By opting in, you confirm that you are:

- The owner or authorized user of the phone number provided
 - At least **18 years old**
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SMS PRIVACY POLICY

Effective Date: **January 1, 2026**

Advanced Dentistry of El Paso (“we,” “us,” “our”) is committed to respecting and protecting your personal information.

This Privacy Policy explains how we collect, use, and share information when you opt in to receive SMS messages from us.

Information We Collect

When you opt in to receive SMS messages, we collect:

- Your phone number
 - Consent to send SMS messages
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How We Use Your Information

We use your information to:

- Send you the SMS messages you’ve opted in to receive
 - Provide updates, promotions, or other relevant content based on your preferences
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Sharing Your Information

We do not share your phone number or SMS opt-in information with third parties for marketing purposes.

Your Rights

You can opt out of receiving SMS messages at any time by replying with “**STOP**” to any message we send you.

Data Security

We implement reasonable measures to protect your personal information from unauthorized access or disclosure.

Contact Us

If you have questions or concerns about our privacy practices, contact us at:

Phone: 915-205-3500