

This Privacy Policy covers services provided to you by our office. By law, we are required to maintain the privacy of protected health information and to provide you with the Policy of our legal duties and privacy practices with respect to protected health information. Protected health information consists of information about you (including demographic information) that may identify you and that relates to your past, present, or future physical or mental health or condition. It also includes related health care services.

The Policy describes how Drs. Tatum and Walker Family Dentistry may use and disclose your protected health to carry out treatment, payment, or health care operations. Other uses and disclosures of your information will be made only with your written authorization (unless otherwise permitted or required by law). The Policy also describes your rights to access and control your protected health information and informs you of your rights to make a complaint to either the office or to the Secretary of Health and Human Services if you believe we have violated your rights.

We are required to abide by the terms of the Policy. We may change the terms of the policy at any time. The new notice will be effective for all protected health information that we maintain at the time of the change. We can provide you with any revised Policy upon request. You may contact our office by one of two ways: calling our Office and requesting that a revised copy be sent to you in the mail or asking for one at your next appointment.

*Please read this Policy carefully.*

## PRIVACY POLICY

This Privacy Policy outlines how DRS. TATUM AND WALKER FAMILY DENTISTRY collects, uses, manages, and protects the personal information of visitors ("users" or "you") to our website. *LAST UPDATED: 05/10/2024*

### COLLECTION OF PERSONAL INFORMATION

We collect the following types of personal information through our website: Server-Side Google Analytics (GA4): We use server-side Google Analytics 4 to analyze user interactions with our website. This includes information such as device type, browser type, session duration, and interactions with website content. This data is collected anonymously and is used for statistical analysis and website optimization purposes.

### USE OF PERSONAL INFORMATION

We use the personal information collected through our website for the following purposes: Appointment Scheduling: Personal information provided through appointment scheduling forms is used to schedule and confirm appointments, as well as to communicate with you regarding appointment-related matters. WEBSITE ANALYTICS: Data collected through server-side Google Analytics is used to analyze website traffic, user behavior, and performance metrics. This information helps us improve our website and tailor our content to better meet the needs of our users.

### PROTECTION OF PERSONAL INFORMATION

We are committed to protecting the security and confidentiality of your personal information. We implement appropriate technical and organizational measures to safeguard against unauthorized access, disclosure, alteration, or destruction of personal information.

### DISCLOSURE OF PERSONAL INFORMATION

We do not sell, trade, or otherwise transfer your personal information to third parties without your consent, except as required by law or as necessary to fulfill the purposes outlined in this Privacy Policy. Consumer information is not shared with third parties for marketing purposes.

### THIRD-PARTY COOKIES

We use various third-party services that may set cookies on your browser. These cookies are used for the following purposes: CLOUDFLARE: Cloudflare sets cookies to support Cloudflare Bot Management. YOUTUBE: YouTube sets cookies to track the views of embedded videos on YouTube pages and to measure bandwidth, determining whether the user gets the new or old player interface. MICROSOFT CLARITY: Microsoft Clarity sets cookies to store information about how visitors interact with the website. The cookie helps to provide an analysis report. The data collection includes the number of visitors, where they visit the website, and the pages visited. GOOGLE ANALYTICS: Google Analytics sets cookies to store and count page views, calculate visitor, session, and campaign data, and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors. FACEBOOK: Facebook sets cookies to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising after visiting the website.

**REQUIRED BY LAW:** We may use or disclose your health information when we are required to do so by law.

**ABUSE OR NEGLECT:** We may disclose your health information to appropriate authorities if we reasonably believe that you are a possible victim of abuse, neglect, domestic violence, or the possible victim of other crimes. We may disclose your health information to the extent necessary to avert a serious threat to your health or safety or the health or safety of others.

**NATIONAL SECURITY:** We may disclose to military authorities the health information of Armed Forces personnel under certain circumstances. We may disclose to authorized federal officials health information required for lawful intelligence, counterintelligence, and other national security activities. We may disclose to correctional institution or law enforcement official having lawful custody of protected health information of inmate or patient under certain circumstances.

## YOUR RIGHTS

**ACCESS:** You have the right to inspect and receive copies of your PHI, or to receive your PHI electronically, with limited exceptions. You may also request that we prepare a summary or an explanation of your PHI. If we maintain your PHI in electronic format, you may request to view your PHI in that format. You may request that we provide copies or the summary in a format other than photocopies. We will use the format you request unless it is not practicable. To obtain copies or a summary, you must make a request in writing and provide us a reasonable amount of time to respond, generally thirty (30) days. You may send a letter to or request a form from us using the contact information listed at the end of this Notice of Privacy Practices. We will charge you a reasonable cost-based fee for expenses such as copies, postage, scanning cost, electronic data compilation costs, and/or staff time. Contact us using the information listed at the end of this Notice of Privacy Practices for a full explanation of fees for your request.

## CHANGES TO THIS PRIVACY POLICY

We reserve the right to update or modify this Privacy Policy at any time. Any changes will be reflected on this page, and the date of the last update will be indicated at the top of the policy.

## TERMS OF CONDITIONS

### 1. ACCEPTANCE OF TERMS:

By accessing or using our websites, you agree to be bound by these Terms of Conditions. If you do not agree to these terms, you may not use our websites.

### 2. ACCOUNT REGISTRATION:

You may be required to create an account to access certain features of our websites. You must provide accurate and complete information when creating an account.

### 3. CONSENT TO RECEIVE TEXT MESSAGES:

By providing your wireless phone number to Specialty Dental Brands, you agree and acknowledge that Specialty Dental Brands may communicate via text messages to your wireless phone number for purposes of patient communication, including appointment scheduling, confirmation, and other communication related to your use of our services. You may opt-out at any time by replying "STOP" to any text message received from Specialty Dental Brands. Message and data rates may apply.

### 4. PAYMENTS:

Payments for our services are processed securely through a trusted vendor and payment gateway. By making a payment, you acknowledge and agree to the terms set forth by our payment processor.

### 5. USE OF SERVICES:

Our websites are intended for personal use only. You may not use our websites for any illegal or unauthorized purpose.

### 6. INTELLECTUAL PROPERTY:

All content and materials available on our websites are the property of Specialty Dental Brands and are protected by copyright and other intellectual property laws.

### 7. LIMITATION OF LIABILITY:

We are not liable for any damages arising from the use of our websites or any content accessed through our websites.

### 8. GOVERNING LAW:

These Terms of Conditions are governed by the laws of [Your Jurisdiction], and any disputes shall be resolved in the courts of [Your Jurisdiction].

### 9. CHANGES TO TERMS:

We reserve the right to update or modify these Terms of Conditions at any time without prior notice. Continued use of our websites after any changes constitute your acceptance of the revised terms.

## Contact Us:

*If you have any questions or concerns regarding this Privacy Policy, Terms of Conditions, or our privacy practices, please contact us at [office@tatumandwalkerdentistry.com](mailto:office@tatumandwalkerdentistry.com). By using our website, you agree to be bound by these Terms of Conditions and consent to the collection and use of your personal information as described in this Privacy Policy.*