PRIVACY POLICY & TEXT MESSAGING TERMS & CONDITIONS

I. PRIVACY POLICY – KREUZER FAMILY DENTISTRY

1. Introduction

This Privacy Policy explains how **Kreuzer Family Dentistry** ("we," "our," or "the Practice") collects, uses, discloses, and protects your personal and health information. We comply with the **Health Insurance Portability and Accountability Act (HIPAA)**, the **Virginia Health Records Privacy statute (Va. Code § 32.1-127.1:03)**, and all other applicable federal and state laws.

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2. Information We Collect

2.1 Personal Information

- Name
- Address
- Phone number
- Email
- Date of birth
- Insurance information
- Emergency contacts

2.2 Protected Health Information (PHI)

- Medical and dental history
- Examination notes, diagnoses, and treatment records
- Dental imaging (X-rays, CBCT, photographs)
- Laboratory results
- Prescription information
- Referral information from other providers

2.3 Financial Information

- Insurance claim data

- Billing and payment records
- Securely processed payment method details (not stored in full)

2.4 Website/Online Information (if applicable)

- Appointment request forms
- IP address, device data
- Cookies and usage analytics

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3. How We Use Your Information

We may use personal and health information for:

- Providing dental care
- Scheduling and managing appointments
- Verifying insurance information
- Processing claims and payments
- Communicating reminders and instructions
- Maintaining required medical/dental records
- Complying with state and federal laws

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4. How We Disclose Your Information

4.1 Treatment, Payment, and Operations

We may disclose information to:

- Dental/medical specialists
- Dental laboratories
- Imaging centers
- Insurance companies
- HIPAA-compliant Business Associates

4.2 Legal Requirements

We may disclose information as required by:

- Virginia Department of Health
- Law enforcement
- Court orders or subpoenas
- Public health and safety authorities

We **never** sell or rent your information.

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5. Patient Rights (HIPAA + Virginia Law)

5.1 Right to Access

Patients may request records. Virginia law requires a response within **30 days**.

5.2 Right to Amend

Patients may request corrections of inaccurate or incomplete information.

5.3 Right to Request Restrictions

We must honor restrictions when you pay **out-of-pocket in full** and request nondisclosure to your insurer.

5.4 Confidential Communications

You may request alternative communication methods (e.g., email).

5.5 Accounting of Disclosures

You may request a list of certain disclosures made by our practice.

5.6 Paper Copy

You may request a printed copy at any time.

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6. Data Security

Kreuzer Family Dentistry uses:

- Encrypted electronic health records
- Secure physical record storage
- Staff training on privacy laws
- Access control and audit logs
- HIPAA-compliant communication tools

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7. Breach Notification

If PHI is compromised, we follow:

- **HIPAA Breach Notification Rule**
- **Virginia Data Breach Law (Va. Code § 18.2-186.6)**

Notifications will be provided as required.

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8. Record Retention

Per Virginia Board of Dentistry:

- Adult records: **minimum 6 years**
- Minors: retained until age **18 + 6 years**

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9. Website & Online Communication

Online forms may collect information. Cookies and analytics may be used.
This policy does **not** apply to external websites.

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10. Updates to This Policy

Revisions may occur to comply with legal requirements. Updated versions will be posted in our office and online (if applicable).

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11. Contact Information

Kreuzer Family Dentistry
300 Browns Hill Ct., Midlothian, VA 23114
Phone: (804) 379-0875
Email: info@kreuzerdentistry.com

Complaints may also be filed with:

- U.S. Dept. of Health & Human Services – Office for Civil Rights
- Virginia Board of Dentistry

We do not retaliate against those who file privacy complaints.

II. TEXT MESSAGING TERMS & CONDITIONS – KREUZER FAMILY DENTISTRY

1. Overview

By providing your mobile phone number, you consent to receive SMS messages from **Kreuzer Family Dentistry**. These include appointment reminders, instructions, billing alerts, follow-up messages, and office notifications.

No mobile opt-in message consent will be shared with third parties or affiliates for marketing purposes.

You may opt out at any time.

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2. Types of Messages You May Receive

- Appointment reminders/confirmations
- Scheduling updates
- Pre-appointment instructions
- Post-treatment messages
- Requests to contact the office
- Billing or insurance reminders
- Office closures or urgent updates

We **do not** send promotional or marketing texts without written authorization.

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3. Patient Responsibilities

By opting in, you confirm:

- The number belongs to you
- You will notify us if it changes
- Carrier performance may affect delivery

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4. Message Frequency

Varies depending on your appointment schedule and communication needs.

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5. Opt-Out Instructions

Reply **STOP** at any time to discontinue SMS messages.
You may still receive phone calls, emails, or mailed communications.

To re-subscribe, contact our office.

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6. Costs

Standard message and data rates may apply.

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7. Privacy & HIPAA Compliance

Although we limit identifiable information in SMS:

- Texts are not guaranteed to be encrypted
- Messages may be visible to others with access to your device
- By opting in, you acknowledge these risks

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8. Security Limitations of Text Messaging

SMS is convenient but not fully secure. Risks include:

- Unauthorized access
- Interception
- Viewing by others with device access

Patients who prefer not to accept these risks may opt out.

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9. Supported Carriers

Compatible with major U.S. carriers including AT&T, Verizon, T-Mobile, U.S. Cellular, and others.

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10. Patient Consent

By opting in, you acknowledge:

- Understanding the risks
- Message frequency varies
- You may opt out any time
- Consent applies only to the number provided

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11. Contact Information

For questions or assistance:

Kreuzer Family Dentistry
300 Browns Hill Ct.
Midlothian, VA 23114
Phone: (804) 379-0875
Email: info@kreuzerdentistry.com

Reply **HELP** to any message for assistance.