

At Rose & Rose DDS, DBA Comprehensive Family Dentistry, we take privacy and security seriously. This Privacy Policy explains what personal information we collect, how we use it, and how it is shared. It also outlines the steps you can take to access, edit, or delete your information. By using our website (www.rosefamilydentist.com), and or interacting with us through email or texts , you consent to the practices described in this Privacy Policy.

IF YOU DO NOT AGREE WITH, OR HAVE OBJECTIONS TO, THIS PRIVACY POLICY, YOU SHOULD NOT SUBMIT ANY INFORMATION VIA TEXT, EMAIL OR THROUGH THE WEBSITE AND IMMEDIATELY DISCONTINUE USE OF THE SITE.

This website or use of our text reminders, forms submittal are not intended for use by individuals under the age of 13.

Information We Collect

When you use the Site, we may collect the following types of personal information:

- **Personally Identifiable Information (PII):**

- Name ◦ Email address ◦ Phone number (residential and/or cellular) ◦ Zip code
- Any other information you voluntarily provide (e.g., by filling out a form on the Site).

- **Non-Personally Identifiable Information (Non-PII):**

- Internet protocol (IP) address ◦ Browser type ◦ Pages viewed and website usage patterns If you use our Site without

registering or completing any response forms, we will only collect non-personally identifiable information through the use of Cookies or Web Beacons.

We use a third-party web analytics service provider that uses cookies and web beacons to help us analyze how users navigate our Site and the effectiveness of our marketing. The information generated by the cookie about your use of this Site will be transmitted to and stored by this service provider. They will use this information for the purpose of evaluating and reporting on your use of our Site. The information collected by our service provider is not personally identifiable.

How We Use Your Information

Any information that you voluntarily submit is collected and is used to:

1. Respond to your questions and inquiries.
2. Provide updates and notifications about appointments, treatments, or other services.
3. Notify you about products, services, and offers that may be relevant to you.
4. Improve the functionality and user experience of our Site.

Automated Text Messages and Calls:

Our office maintains a list of residential and cellular telephone numbers provided to us and may use these numbers to communicate with you about your treatment, your appointments, or procedures, to service your account, or to collect any amounts you may owe. If we

contact you by cell phone number, this could result in charges to you. We may also leave a message on voicemail in reference to any items that assist the practice in carrying out treatment, payment or our internal operations, such as appointment reminders, insurance items, and any call pertaining to your clinical care.

Certain text messages containing minimal information may be sent via an automated texting service or two-way communication platform to your cell phone. We may also contact you via a secure platform that allows for two-way communication about your upcoming visit, checkin, or payment due. You agree that our office or its vendors may contact you as described above.

SMS Consent:

Mobile opt in, SMS consent or numbers for the purpose of SMS are not shared with any third parties. If you consent to receive SMS from Comprehensive Family Dentistry, you may reply STOP to unsubscribe; Reply HELP for help; Msg&Data rates may apply; Messaging frequency may vary.

SMS Terms & Conditions

How Your Information is Shared

We do not sell your personal information to third parties. We may share your information only in the following ways:

1. With Third-Party Vendors:

- We may share your information with trusted vendors who help us provide services, such as appointment management or billing. These vendors are required to keep your information confidential and secure and are prohibited from using it for other purposes.

2. For Legal Compliance:

- If required by law, or if necessary to protect our legal rights or respond to legal processes, our office may share your personal information.

3. With Your Consent:

- We will seek your explicit consent if we intend to share your information for reasons not covered by this Privacy Policy.

Security of Your Information

Your Personally Identifiable Information resides on secure servers to which only selected employees or contractors have access. We strive to prevent unauthorized parties from viewing such Personally Identifiable Information when it is transmitted to, and stored by, Comprehensive Family Dentistry; however, it is not possible for our office to guarantee the security of information disclosed online to our office because no transmission of data over the Internet is totally secure and no database is totally secure from hackers, rogue employees and the like. Personally Identifiable Information may also be released, erased, deleted or otherwise removed due to hacking, force majeure, accident, unscrupulous contractors or employees, or through other such factors, and Comprehensive Family Dentistry disclaims liability for any of the foregoing. You agree to assume all risk in connection with the information provided to Comprehensive Family Dentistry or collected by Comprehensive Family Dentistry when using the Site. If Comprehensive Family Dentistry experiences any data breaches, all potentially affected contacts will be informed by email, unless otherwise required by applicable law.

Your Rights

You have the right to:

- Access, update, or correct your personal information.
- Request deletion of your information.
- Unsubscribe from automated text messaging by contacting us

Notice Regarding PHI

This Privacy Policy does NOT apply to the use and disclosure of your Protected Health Information (PHI) under the Health Insurance Portability and Accountability Act (HIPAA). PHI is governed by the OrthoVirginia Notice of Privacy Practices, available at all OV locations or online at

Policy Changes

We frequently re-evaluate our privacy and security policies and procedures and adapt to new challenges as they arise, whether due to business concerns or regulatory changes. We will update this Privacy Policy to correspond with those changes and it will be available through this site at www.rosefamilydentist.com. We will update the “Revised Date” at the bottom of the Privacy Policy to correspond with any revisions.

Contact

Office Administrator 804-282-9191
admin@rosefamilydentist.com