

Draft: Privacy Policy & SMS Terms and Conditions

Practice Privacy Policy & SMS Terms and Conditions Guidance

To secure approval from wireless service providers for sending SMS messages to your patients, your practice must publish a privacy policy that includes SMS terms and conditions on your website.

We offer a template for a practice's privacy policy and SMS terms and conditions that you can use on your website.

To implement this:

1. Create a dedicated "Privacy Policy" page on your website.
2. Copy and paste the subsequent sections of this document onto that page.
3. **Replace all bracketed placeholder text (e.g., [Practice Name]) with your actual business information.**

Privacy Policy & SMS Terms and Conditions Template

1. Information Collection and Use

At [Practice Name], we are committed to protecting your privacy. We collect personal information, such as your name, email address, and phone number, only when voluntarily submitted by you through our website forms or during patient registration. This information is used solely to provide dental services, manage appointments, and communicate clinical updates.

2. SMS/Text Messaging Communication

By providing your mobile number and opting in, you consent to receive text messages from [Practice Name]. These messages may include appointment reminders, follow-up care instructions, or office updates.

- **Opt-In:** You may opt-in via our website forms or by texting **START** to [Insert Practice Phone Number].
- **Opt-Out:** You can cancel the SMS service at any time. Just text **STOP** to [Insert Practice Phone Number]. After you send the SMS message **STOP** to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us.

- **Help:** If you are experiencing issues with the messaging program you can reply with the keyword **HELP** for more assistance, or you can get help directly at **[Insert Email Address or Phone Number]**.
- **Frequency:** Message frequency varies based on your appointment schedule and needs.
- **Rates:** Carriers are not liable for delayed or undelivered messages. As always, message and data rates may apply for any messages sent to you from us and to us from you.

3. Data Privacy and Sharing

We value your privacy and do not sell or rent your personal information to third parties.

All the above categories exclude text messaging originator opt-in data and consent; this information won't be shared with any third parties.

Personal information is used exclusively by our staff for the purpose of patient care and practice management. We do not share your information for marketing purposes with any external entities.

4. Security

We implement a variety of security measures to maintain the safety of your personal information. Your data is stored in secure networks and is only accessible by a limited number of persons who have special access rights to such systems and are required to keep the information confidential.