

Privacy Notice

Effective Date: January 1 2025

Serenity Dental is committed to protecting the privacy of its patients. This Privacy Notice explains how we collect, use, disclose, and protect your personal information.

Who Is Collecting Your Personal Information

Serenity Dental is responsible for collecting and handling your personal information. Personal information may be collected directly by our staff or through our website and online appointment system.

What Personal Information Do We Collect

We may collect the following types of personal information:

- **Identification and Contact Information:** Name, address, phone number, email address.
- **Health Information:** Medical history, dental records, treatment plans.
- **Billing Information:** Insurance details, payment methods, billing records.
- **Appointment Information:** Scheduled appointments, communications related to your care.
- **Other Information:** Information you provide when contacting us or filling out forms.

How Is Your Personal Information Collected

We collect personal information through:

- Patient intake forms (online and in-person).
- Verbal communication during visits or calls.
- Email correspondence.
- Our website when scheduling appointments or submitting inquiries.
- Interaction with third parties, such as insurance providers or referring healthcare professionals.

How Do We Use Your Personal Information

Your personal information is used for the following purposes:

- To provide dental care and related services.
- To maintain accurate health and billing records.

- To communicate with you regarding appointments and follow-ups.
- To process insurance claims and payments.
- To comply with legal and regulatory requirements.

How Can You Provide or Withdraw Consent

By submitting your personal information to Serenity Dental, you consent to its collection, use, and disclosure as described in this Privacy Notice.

You can withdraw your consent at any time by contacting us using the information below. Please note that withdrawing consent may impact our ability to provide dental services to you.

With Whom Is Your Personal Information Shared

We may share your personal information with the following:

- **Healthcare Providers:** Specialists or other medical professionals involved in your care.
- **Insurance Companies:** To process claims and obtain reimbursements.
- **Regulatory Authorities:** To comply with legal and reporting obligations.
- **Service Providers:** Secure cloud storage, billing software providers, and IT support.

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

Storing and Retaining Your Personal Information

We will store, process and retain your data following industry best practices.

How Can You Access or Manage Your Personal Information?

You have the right to:

- **Access:** Request a copy of the personal information we hold about you.
- **Correct:** Request corrections to inaccurate or incomplete information.
- **Erase:** Request deletion of your personal information, subject to legal retention requirements.
- **Limit Use:** Request restrictions on how your personal information is used or shared.

To exercise your rights, contact us using the details below.

Disclaimer for Third-Party Responsibility

Serenity Dental is committed to safeguarding your personal information. However, this disclaimer outlines the limitations of our responsibility regarding third-party actions.

1. Third-Party Services

Serenity Dental may share your personal information with third parties, such as insurance companies, referral specialists, or service providers, to fulfill the purposes outlined in our Privacy Notice. While we strive to work with trusted partners who prioritize data protection, Serenity Dental is not responsible for the policies, practices, or actions of these third parties.

2. External Websites and Links

Our website or communications may include links to external websites or services. Serenity Dental does not control these third-party platforms and is not responsible for the privacy practices, content, or services they provide. We encourage you to review the privacy policies of any third-party websites you visit.

3. Data Transmission

While Serenity Dental implements secure methods to transmit personal information (e.g., encryption), we cannot guarantee the security of data shared with third parties or their compliance with applicable privacy laws.

4. Your Responsibility

- When engaging with third parties through our referrals or services, it is your responsibility to review their privacy practices and terms of service.
- If you have concerns about sharing your information with third parties, please notify us before proceeding with services requiring such disclosures.

This disclaimer does not limit Serenity Dental's obligations under applicable privacy laws but clarifies our limited liability regarding third-party actions.

By using Serenity Dental's services, you agree to this disclaimer and understand our limitations of liability concerning third parties.

Contact Information

If you have any questions, concerns, or requests about your personal information, please contact:

Privacy Officer

oc.serenitybda@gmail.com or barbara.serenitybda@gmail.com

Updates to This Privacy Notice

This Privacy Notice may be updated from time to time. The most current version will be posted on our website, and significant changes will be communicated to you directly where possible.

By providing your personal information to Serenity Dental, you agree to the terms outlined in this Privacy Notice.