

Thornapple Dental PLC dba Cascade Village Dental Privacy Policy

Effective Date: 01/01/2024

Introduction

At Cascade Village Dental, we are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy outlines the types of information we collect, how we use it, and your rights regarding your information.

1. Information We Collect

We collect and store personal information that you voluntarily provide to us, including:

- Contact details such as name, address, phone number, and email address.
- Health and dental information necessary for providing treatment and billing.
- Insurance and financial information for payment purposes.
- Communication preferences.

2. How We Use Your Information

The information we collect is used for the following purposes:

- To provide dental care services and manage patient records.
- To communicate with you regarding appointments, treatment plans, and office updates.
- To process payments and manage billing with insurance companies.
- To comply with legal and regulatory requirements.

3. Text Communication and Opt-Out Option

With your consent, Cascade Village Dental may send you text messages for reminders, updates, and important information related to your treatment and appointments. These texts are intended to help you stay informed and organized in your dental care.

Opt-Out Notice:

If you prefer not to receive text messages from us, you may opt out at any time. To opt out:

1. Respond to any text message with the word "STOP."
2. Contact us at 616-940-4777 or email us at office@cascadevillagedental.com, and we will remove you from our text messaging system.
3. Let us know during your next visit, and we will update your communication preferences.

Please note that opting out of texts may mean you miss appointment reminders and other updates; however, we will continue to communicate with you through other means, such as email and phone calls.

4. How We Share Your Information

We may share your personal information under the following circumstances:

- With insurance companies and payment processors to manage billing.
- With healthcare providers involved in your treatment.
- When required by law or for compliance with regulatory authorities.
- With your consent, in any other instance not covered above.

5. Security of Your Information

Cascade Village Dental takes the security of your personal information seriously. We implement reasonable administrative, technical, and physical safeguards to protect your information from unauthorized access, disclosure, or misuse. **Consumer information will not be sold or shared with third parties for marketing purposes.**

6. Your Rights

You have the right to:

- Access and obtain a copy of your health information.
- Request corrections to your personal or health information.
- Withdraw consent for certain communications, such as text messages, as described above.

7. Changes to this Privacy Policy

We may update this Privacy Policy occasionally to reflect changes in our practices. The latest version will always be available on our website, and we will notify you of significant changes.

8. Contact Us

If you have any questions about this Privacy Policy, your rights, or how to update your preferences, please contact us at:

- **Phone:** 616-940-4777
- **Email:** office@cascadevillagedental.com
- **Address:** 6886 Cascade Rd SE Suite G, Grand Rapids, MI 49546