

Privacy Policy & Text Messaging Terms

KREUZER FAMILY DENTISTRY · PATIENT INFORMATION

This document has two parts. **Part I** explains how we collect, use, disclose, and protect your personal and health information. **Part II** covers the terms that apply if you choose to receive text messages from our office. A printed copy is available in the office any time you'd like one.

PART I

Privacy Policy

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.

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 and online information (if applicable)

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

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 and dental records
- Complying with state and federal laws

4. How we disclose your information

4.1 Treatment, payment, and operations

We may disclose information to:

- Dental and 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.

5. Patient rights (HIPAA and 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 (for example, 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.

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

7. Breach notification

If PHI is compromised, we follow the HIPAA Breach Notification Rule and the Virginia Data Breach Law (Va. Code § 18.2-186.6). Notifications will be provided as required.

8. Record retention

Per the Virginia Board of Dentistry: adult records are kept for a minimum of 6 years; records for minors are retained until age 18 plus 6 years.

9. Website and online communication

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

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).

11. Contact information

KREUZER FAMILY DENTISTRY

300 Browns Hill Ct., Midlothian, VA 23114
(804) 379-0875 · 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.

PART II

Text Messaging Terms & Conditions

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.

2. Types of messages you may receive

- Appointment reminders and 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.

3. Patient responsibilities

By opting in, you confirm that:

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

4. Message frequency

Frequency varies depending on your appointment schedule and communication needs.

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.

6. Costs

Standard message and data rates may apply.

7. Privacy and 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

8. Security limitations of text messaging

SMS is convenient but not fully secure. Risks include unauthorized access, interception, and viewing by others with device access. Patients who prefer not to accept these risks may opt out.

9. Supported carriers

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

10. Patient consent

By opting in, you acknowledge that you understand the risks, that message frequency varies, that you may opt out at any time, and that your consent applies only to the number provided.

11. Contact information

QUESTIONS OR ASSISTANCE

Kreuzer Family Dentistry · 300 Browns Hill Ct., Midlothian, VA 23114

(804) 379-0875 · info@kreuzerdentistry.com · Reply HELP to any message for assistance