

Text Messaging Privacy Policy

Effective Date: January 1, 2023

Richardson General and Cosmetic Dentistry

www.richardsongcd.com

Phone: 972-690-6653

1. Information Collected

When you opt in to receive text messages, we may collect the following information:

- - Your name
- - Mobile phone number
- - Appointment details (e.g., date, time, provider)
- - Limited health-related reminders
- - Message interactions (e.g., read receipts, response time)

We do not collect financial, insurance, or detailed health records via text message.

2. How We Use Text Messaging

We may use text messages to:

- - Confirm, remind, or reschedule appointments
- - Send important updates about your care or our office
- - Notify you of closures or emergency alerts
- - Answer limited, non-sensitive inquiries

We will never use texting for:

- - Marketing purposes without your explicit consent
- - Communicating confidential health information (PHI)
- - Billing or insurance information

3. Opt-In and Opt-Out

You may opt in to receive text messages by:

- - Signing a consent form in our office
- - Verbally requesting text reminders
- - Confirming via a digital opt-in prompt

You may opt out at any time by:

- - Texting STOP to any of our messages
- - Calling our office at 972-690-6653

- - Requesting in person to remove your number from text communications

Standard message and data rates may apply per your carrier agreement.

4. Data Security

While we take reasonable precautions, text messaging is not a fully secure form of communication. As such, we avoid using it for confidential medical conversations.

To protect your information, we:

- - Use HIPAA-conscious systems whenever available
- - Limit message content to non-sensitive details
- - Do not share your number with third parties without your consent

5. Third-Party Services

We may use third-party platforms to send text messages. These vendors are required to comply with HIPAA guidelines and must safeguard your information appropriately.

6. Policy Updates

This policy may be updated from time to time. Changes will be posted on our website and made available upon request in our office.

7. Contact Us

If you have questions or concerns regarding this Text Messaging Privacy Policy, please contact us at:

Richardson General and Cosmetic Dentistry

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Phone: 972-690-6653

Email: smile@rcdtx.com