**HOLISTIC DENTAL AND WELLNESS CENTER**

1692 NEWBRIDGE ROAD, NORTH BELLMORE, NY 11710

TEL: +1 (516) 221 7447 | EMAIL: ADMIN@HOLISTICDDS.COM

**Privacy Policy**

**Effective Date: UP TO DATE**

At Batool Fatima Rizvi DDS PC (DBA Holistic Dental and Wellness Center), your privacy is of utmost importance to us. This Privacy Policy outlines how we collect, use, and protect your personal information in compliance with federal and state regulations, including the Health Insurance Portability and Accountability Act (HIPAA) and the Telephone Consumer Protection Act (TCPA).

**1. Information We Collect**

We may collect the following types of personal information when you visit our website, schedule an appointment, or interact with our office:

* Personal Identifiable Information (PII): Name, address, phone number, email address.
* Health Information: Medical history, treatment records, and insurance details.
* Payment Information: Credit card or insurance details for billing purposes.
* Website Usage Information: IP addresses, cookies, and browsing behavior.

**2. How We Use Your Information**

The information we collect is used to:

* Schedule, confirm, or modify appointments.
* Provide dental and wellness care services.
* Communicate treatment plans and recommendations.
* Process payments and insurance claims.
* Send transactional text messages, such as appointment confirmations, rescheduling, or cancellations, in compliance with TCPA regulations.
* Improve our website and services.

We will never sell, share, or rent your personal information to third parties for marketing purposes.

**3. Text Message Communications**

By providing your phone number, you consent to receive transactional text messages related to your care under the guidelines of the Telephone Consumer Protection Act (TCPA). These messages may include:

* Appointment reminders or confirmations.
* Appointment cancellations or rescheduling notifications.
* Updates about ongoing treatments or procedures.

These communications are strictly for operational purposes and comply with TCPA regulations. No marketing or promotional messages will be sent without your explicit consent. You may opt out of receiving transactional text messages at any time by contacting our office.

**4. How We Protect Your Information**

We implement strict administrative, technical, and physical safeguards to secure your personal information, including:

* Encryption of electronic records.
* Secure storage and disposal of physical files.
* Limited access to authorized personnel only.

While we strive to protect your information, please note that no system is completely secure, and we cannot guarantee absolute security of your data.

**5. Sharing of Information**

We may share your information with:

* Insurance providers for billing purposes.
* Referring or consulting healthcare professionals.
* Regulatory or legal entities as required by law.
* Third-party service providers assisting with operational functions (e.g., appointment reminders), under strict confidentiality agreements.

**6. Your Rights**

As a patient, you have rights regarding your personal and health information, including:

* Accessing, reviewing, or requesting corrections to your records.
* Limiting how your information is shared.
* Filing a complaint regarding privacy concerns by contacting us directly or the Office for Civil Rights (OCR) at the U.S. Department of Health & Human Services.

**7. Cookies and Website Tracking**

Our website may use cookies or similar technologies to enhance your experience. You can disable cookies in your browser settings; however, this may impact the functionality of our site.

**8. Contact Us**

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us at:

Batool Fatima Rizvi DDS PC (DBA Holistic Dental and Wellness Center)

1692 Newbridge Road

North Bellmore, New York, 11710

Tel: +1 (516) 221-7447

Email: admin@holisticdds.com

**9. Updates to This Policy**

We reserve the right to update this Privacy Policy as needed. Any changes will be posted on this page with the updated effective date.