



Privacy Policy: SMS Communications

Effective Date: March 30, 2026

Website: sternendo.com

Stern Endodontics (“we,” “us,” “our”) is committed to protecting the privacy and confidentiality of our patients' personal information. This Privacy Policy governs the collection and use of information specifically related to our SMS (Short Message Service) communications.

1. Scope of Consent

By providing your mobile phone number and opting in to receive communications, you provide express consent to receive text messages for patient care and administrative purposes only. These include:

- Appointment scheduling, reminders, and confirmations.
- Pre-operative or post-operative instructions.
- Vital clinical updates regarding your treatment.
- Direct communication with office staff regarding your care.

Note: We do not use SMS for marketing, newsletters, or promotional advertisements.

2. Information We Collect

When you opt-in to our SMS services, we collect:

- Your mobile phone number.
- Messaging history (logs of sent and received messages) to ensure continuity of care.

3. Protection of Information

We implement industry-standard administrative, technical, and physical safeguards to protect your information from unauthorized access. While we take significant measures to secure our communications, please be aware that standard SMS is not inherently encrypted. By opting in, you acknowledge the inherent risks of transmitting protected health information (PHI) via SMS.



4. Third-Party Disclosure & Non-Sharing

Strict Non-Disclosure: We do not sell, rent, or share your mobile phone number, personal information, or SMS opt-in consent with third parties or affiliates for marketing or promotional purposes.

Data may only be disclosed to:

- Authorized Service Providers: Only those who assist in the delivery of our SMS services and are contractually bound to maintain confidentiality.
- Legal Necessity: As required by law, subpoena, or to protect the safety and rights of our patients and practice.

5. Choice and Control

You maintain full control over your communication preferences:

- Opt-Out: You may revoke your consent at any time by replying STOP to any message. Upon receipt, you will receive a final confirmation text, and we will cease SMS communications immediately.
- Help: Reply HELP for assistance or contact our office directly.

6. Contact Information

For questions regarding this policy or to update your communication preferences, please contact:

Stern Endodontics

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