PRIVACY POLICY

Redwood City Smile Dental

Effective Date: November 16, 2026
Website: https://redwoodcitysmiledental.com

1. Introduction

Redwood City Smile Dental ("we," "us," or "our") respects your privacy and is committed to protecting the personal and health information of our patients and website visitors.

This Privacy Policy explains how we collect, use, disclose, and protect information when you visit our website, schedule appointments online, communicate with our office, or receive dental services.

Our practice uses third-party technology providers, including RevenueWell, to facilitate patient communications and online appointment scheduling.

We follow applicable federal and California privacy laws, including the Health Insurance Portability and Accountability Act (HIPAA), the California Confidentiality of Medical Information Act (CMIA), and applicable provisions of the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA).

2. Information We Collect

Depending on how you interact with our practice, we may collect the following information:

2.1 Personal Information

- Full name.
- Mailing address.
- Email address.
- Telephone and mobile phone numbers.
- Date of birth, when necessary.
- Other information you voluntarily provide.

2.2 Dental and Health Information

- Medical and dental history.
- Dental concerns and symptoms.
- Treatment history and clinical records.
- Dental radiographs and photographs.
- Treatment plans and clinical notes.
- Insurance and benefit information.

This information may constitute Protected Health Information (PHI) under HIPAA.

2.3 Insurance and Payment Information

- Dental insurance provider and plan information.
- Subscriber and member identification information.
- Insurance eligibility and benefit information.
- Billing and payment records.
- Payment transaction information.

Payment information may be processed through authorized third-party payment providers.

2.4 Website and Technical Information

When you visit our website, we may automatically collect certain technical information, including:

- IP address.
- Browser and device information.
- Operating system.
- Pages visited.
- Date and time of website access.
- Referring website.
- Cookie and website interaction information.

This information may be used to maintain website security and improve website performance.

3. How We Collect Information

We may collect information through:

- Online appointment scheduling.
- Website contact forms.
- Telephone conversations.
- Email and text messages.
- Patient registration and intake forms.
- In-office communications.
- Dental insurance providers.
- Authorized third-party service providers.

We may also collect certain technical information through cookies and similar website technologies.

4. How We Use Your Information

We use collected information for legitimate healthcare and business purposes, including:

Patient Care

- Scheduling and managing appointments.
- Providing dental examinations and treatment.
- Maintaining patient records.
- Coordinating referrals and follow-up care.

Administrative Operations

- Verifying insurance eligibility and benefits.
- Processing insurance claims.
- Managing billing and payments.
- Responding to patient questions.
- Managing appointment cancellations and rescheduling.

Patient Communications

- Sending appointment confirmations.
- Sending appointment reminders.
- Communicating scheduling changes.
- Responding to patient inquiries.
- Providing treatment-related follow-up communications.

Website Operations

- Improving website functionality.
- Monitoring website performance.
- Preventing fraudulent activity.
- Maintaining website security.

5. RevenueWell – Online Booking and Patient Communications

Redwood City Smile Dental uses **RevenueWell** as a third-party technology provider to support patient communications and online appointment scheduling.

RevenueWell provides services that allow patients to communicate with our office electronically and request or schedule appointments through our website.

Depending on the services and features used, information processed through RevenueWell may include:

- Patient names and contact information.
- Mobile phone numbers and email addresses.
- Appointment dates and scheduling information.
- Appointment confirmations and reminders.
- Communication preferences.
- Text message and email communication records.
- Information necessary to coordinate patient scheduling and office operations.

5.1 Online Appointment Scheduling

When you request or schedule an appointment through our website, information submitted through the RevenueWell scheduling platform may be transmitted to Redwood City Smile Dental for appointment coordination and management.

Appointment availability is subject to our scheduling settings and office policies.

An appointment request may require confirmation from our office, depending on the scheduling option selected.

5.2 Text Messaging Services

RevenueWell facilitates text message communications between Redwood City Smile Dental and our patients.

These communications may include:

- Appointment reminders.
- Appointment confirmations.
- Scheduling notifications.
- Responses to patient questions.
- Administrative communications.
- Other permitted patient-service communications.

Message frequency varies depending on your interactions with our office.

Message and data rates may apply depending on your mobile carrier and service plan.

You may opt out of text message communications at any time by replying:

STOP – To unsubscribe from text messages.

For assistance, reply:

HELP

You may also contact our office at (650) 216-8488.

Opting out of text messages does not cancel your appointments or affect your ability to receive dental care. Our office may communicate with you through other permitted methods.

5.3 Patient Privacy and RevenueWell

RevenueWell processes patient information on behalf of Redwood City Smile Dental to provide the services described above.

Where required, our relationship with RevenueWell is governed by appropriate contractual privacy and security protections, including a Business Associate Agreement (BAA) under HIPAA.

RevenueWell's processing of patient information is subject to its agreements with our practice and applicable privacy requirements.

We do not authorize RevenueWell to independently sell our patients' protected health information or use it for its own unrelated marketing purposes.

Patients who have questions about information submitted through our online scheduling or messaging services may contact Redwood City Smile Dental directly.

6. HIPAA and Protection of Patient Health Information

We understand the importance of maintaining the confidentiality of your dental and medical information.

Protected Health Information (PHI) may include information relating to your dental treatment, medical history, insurance coverage, and other information that identifies you and relates to your health or healthcare.

We may use or disclose PHI as permitted or required by law, including for:

- Treatment.
- Payment.
- Healthcare operations.
- Insurance claims and benefit verification.
- Legal and regulatory obligations.
- Other purposes permitted under HIPAA.

We maintain reasonable administrative, technical, and physical safeguards intended to protect patient information from unauthorized access, use, or disclosure.

Important: This Privacy Policy does not replace our separate HIPAA Notice of Privacy Practices.

Patients may request a copy of our Notice of Privacy Practices from our office.

7. Sharing and Disclosure of Information

We do not sell patient medical records or authorize the unauthorized sale of protected health information.

We may disclose information to the following parties when appropriate and permitted by law:

Healthcare Providers

Dentists, specialists, laboratories, and other healthcare professionals involved in your treatment.

Insurance Companies

Dental insurance providers and benefit administrators for eligibility verification, claims processing, and reimbursement.

Authorized Service Providers

Companies assisting our office with:

- Online appointment scheduling.
- Patient texting and communications.
- Dental practice management systems.
- Website hosting.
- Electronic payment processing.
- Data security and technical support.

These providers may access information necessary to perform services on our behalf and must follow applicable contractual and legal privacy requirements.

Legal and Government Authorities

We may disclose information when required by applicable law, court order, regulation, or other legally authorized request.

With Your Authorization

We may disclose information to other individuals or organizations when you provide the required authorization or when otherwise permitted by law.

8. Website Cookies and Tracking Technologies

Our website may use cookies and similar technologies to improve website functionality and understand general visitor activity.

These technologies may help us:

- Remember website preferences.
- Understand website traffic.

- Monitor website performance.
- Improve navigation.
- Maintain website security.

Depending on the technologies installed, third-party analytics providers may collect certain website interaction information.

We take reasonable steps to prevent unauthorized disclosure of patient health information through website tracking technologies.

Where required by applicable law, we will provide appropriate disclosures and choices regarding cookies and tracking technologies.

You may manage cookies through your browser settings. Disabling certain cookies may affect website functionality.

9. Third-Party Websites and Services

Our website may contain links to third-party websites and services, including RevenueWell appointment scheduling, payment providers, insurance resources, and social media platforms.

These third-party services may have their own privacy policies and terms of use.

We encourage visitors to review applicable third-party privacy policies before submitting information through those services.

10. Data Security

We take reasonable steps to protect personal and health information against unauthorized access, alteration, disclosure, or destruction.

Our safeguards may include:

- Restricted access to confidential information.
- Administrative privacy and security procedures.
- Technical security measures.
- Authorized service providers.
- Employee confidentiality practices.

No website or electronic communication system can be guaranteed to be completely secure.

If a reportable data breach occurs, we will provide notifications as required by applicable federal and California law.

11. Data Retention

We retain personal information for as long as reasonably necessary to:

- Provide dental care.

- Maintain patient records.
- Process insurance claims and payments.
- Meet legal and regulatory requirements.
- Resolve disputes.
- Maintain business and security records.

Dental records may be retained for periods required by applicable California and federal laws and professional obligations.

When information is no longer needed, we take reasonable steps to securely dispose of or de-identify it, subject to applicable retention requirements.

12. California Privacy Rights

California residents may have certain privacy rights under applicable California privacy laws, depending on the information involved and whether the law applies to our practice.

Subject to applicable legal requirements and exceptions, these rights may include:

- **Right to Know:** Request information about personal information collected.
- **Right to Delete:** Request deletion of eligible personal information.
- **Right to Correct:** Request correction of inaccurate personal information.
- **Right to Opt Out:** Opt out of the sale or sharing of personal information, where applicable.
- **Right to Limit:** Limit certain uses and disclosures of sensitive personal information, where applicable.
- **Right to Non-Discrimination:** Receive equal treatment when exercising applicable privacy rights.

Certain information governed by HIPAA or other medical privacy laws may be exempt from some CCPA requirements.

These rights do not necessarily apply to all dental or medical records.

How to Submit a Privacy Request

You may contact our office:

Email: info@redwoodcitysmiledental.com
Phone: (650) 216-8488
Mail: 2480 El Camino Real, Redwood City, CA 94063

We may need to verify your identity before processing certain requests.

13. Children's Privacy

Our dental practice serves patients of different ages, including children.

We may collect information about minor patients through parents, legal guardians, or authorized representatives for purposes of providing dental care, scheduling appointments, and maintaining patient records.

We handle children's personal and health information in accordance with applicable federal and California privacy laws.

14. Your Privacy and Communication Preferences

You may contact our office to:

- Update your personal contact information.
- Request information about our privacy practices.
- Ask questions about how your information is used.
- Request available privacy rights under applicable law.
- Update your electronic communication preferences.
- Opt out of text messages.

Please understand that certain information must be maintained for legal, clinical, insurance, and regulatory purposes.

15. Changes to This Privacy Policy

Redwood City Smile Dental may update this Privacy Policy periodically to reflect changes in our business operations, technology, privacy practices, or applicable laws.

Any revisions will be posted on our website with an updated effective date.

We encourage visitors to review this page periodically.

16. Contact Information

If you have questions or concerns regarding this Privacy Policy or our handling of personal information, please contact us:

Redwood City Smile Dental
Dr. Elizabeth B. Nguyen, DDS

2480 El Camino Real
Redwood City, CA 94063

Phone: (650) 216-8488
Email: info@redwoodcitysmiledental.com
Website: https://redwoodcitysmiledental.com

Office Hours: Monday – Friday, 10:00 AM – 7:00 PM (Pacific Time)

Protecting your privacy and maintaining your confidence in Redwood City Smile Dental are important responsibilities that we take seriously.

Thank you for trusting us with your dental care.