

# BAEK DENTAL, PC

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## Creating Healthy & Beautiful Smiles

*Effective 01/01/2024*

At Baek Dental P.C. we value the trust of patients. That is why we welcome this opportunity to describe the steps we take to protect patient information. This Statement provides details about these policies and procedures.

- We do not sell patient information.
- We do not share patient information with outside persons or companies for unrelated purposes such as selling their products or services.
- We do not share patient health information provided as part of a dental record, insurance application or claim, with outside persons or companies, except for legally authorized purposes
- We maintain security standards and procedures designed to protect patient information.
- We require outside persons or companies that validly need our patient information to protect the confidentiality and prohibit independent use of patient information.
- We afford prospective and former patients the same protections as existing patients with respect to the use of patient information.

If you no longer wish to receive text messages from us, you can opt out at any time by replying with the word 'STOP' or 'UNSUBSCRIBE' to the number from which you received the message. Upon receiving your request, we will promptly remove you from our messaging list, and you will no longer receive further text communications from us.

### **INFORMATION COLLECTION**

The primary reason that we collect and maintain patient information is to serve and administer patient relationships. This information may be collected from a variety of sources, such as the following:

- Information provided to us on applications or forms, such as names, addresses, dates of birth, and phone, social security, insurance and account numbers.
- Information resulting from dental treatment, and dental account transactions, obtained from within Baek Dental and from non-affiliated companies we work with to administer our business, including such information as health history, dental records, payment history and credit history.

### **HEALTH INFORMATION CONFIDENTIALITY**

We will not disclose health information to anyone without authorization unless the law permits or requires us to do so. Our contractual relationships with health care providers, as well as state and federal laws require the providers to keep patient health information confidential. Baek Dental, its health care providers and payers (including self-funded employers) require access to patients' medical/dental information for a number of necessary reasons. These reasons include underwriting, claims payment, fraud prevention, case management, delivery of care, quality assessment, utilization review, compliance with state and federal requirements, data collection and reporting, accreditation, and statistical research. Customer authorization as well as federal and state laws permits these disclosures.

## **INFORMATION USE AND DISCLOSURE WITHIN BAEK DENTAL**

Baek Dental collects personal information from you when you interact with our services, including when you sign up, make purchases, or communicate with us via text messages. The types of information we collect may include your name, contact details, payment information, and any other information you voluntarily provide.

We use this information to provide, maintain, and improve our services, process transactions, communicate with you, and comply with legal obligations. Your information may be shared with trusted third-party service providers solely for the purpose of operating our business and fulfilling our commitments to you. We do not sell, rent, or share your personal data with third parties for marketing purposes without your explicit consent.

You have the right to access, correct, or delete your personal information at any time, and we are committed to handling your data in a secure and transparent manner.

## **WITH OUTSIDE COMPANIES OR PARTIES**

We share information outside Baek Dental only for necessary and appropriate business purposes. We require these non-affiliates to keep patient information confidential. We may disclose patient information to the following types of outside companies or parties:

- Insurers, insurance administrators, benefit administrators, dentists and health care providers;
- Companies that perform services on our behalf, such as check printing, preparation of account statements, and product marketing;
- Government, credit, and collection agencies and other outside entities as permitted or required by federal and state law. These disclosures are made for specific limited purposes, such as to verify identity, credit and accounts, collect debts or respond to a court order or subpoena; and
- Others, such as technical consultants engaged to program our computer systems to help us provide, track, analyze and market our services and products.

Baek Dental is committed to upholding the highest standards of privacy for all personal information collected through our text messaging services. We do not sell, rent, distribute, or trade your personal data to third parties without your explicit consent unless legally required to do so. Any information shared with third parties is exclusively for the purpose of delivering our services to you. We assure you that your data will never be shared with third parties for marketing purposes.

## **INFORMATION CONFIDENTIALITY AND PROTECTION PRACTICES**

Baek Dental is committed to preventing others from unauthorized access to patient information, and we maintain procedures and technology designed for this purpose. We take steps to protect the patient information we have, including the following:

- We update our technology in accordance with federal and state privacy regulations to improve the protection of patient information; and
- We have internal procedures that limit access to patient information, such as procedures requiring an employee to have a business need to access patient information. We maintain policies to provide security of workplaces and records.

## **INFORMATION INTEGRITY MEASURES**

At Baek Dental, we work hard to ensure patient information is complete and accurate. We have procedures and processes for updating our patient information. We protect the integrity and survivability of patient information through measures such as maintaining backup copies of account data in the event of power outages or other business interruptions, using computer virus detection and eradication software on systems containing patient information, upgrading computer hardware and software, and employing other technical means to protect against unauthorized computer entry into systems containing patient information.

## **CHANGES TO THESE TERMS:**

Baek Dental may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. When we make changes, we will notify you by updating the “Last Updated” date at the top of this policy. In the event of significant changes, we will provide a more prominent notice, such as sending an email notification or displaying a notice on our website.

By continuing to use our services after these changes, you agree to the revised Privacy Policy. We encourage you to periodically review this policy for the latest information on our privacy practices.

## **QUESTIONS ABOUT THESE TERMS:**

If you have any questions about this Privacy Policy, please contact us by phone at (617) 630-2828, by email to [office@baekdental.com](mailto:office@baekdental.com), or by mail to:

Compliance Officer  
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