

Lakehaven Family Dentistry

PRIVACY POLICY & SMS TERMS

2490 W Crawford St, Denison, TX 75020 | Phone: (903) 463-1111

Effective Date: May 13, 2026 Website Privacy Policy URL: <https://www.lakehavenfamilydentistry.com/privacy-sms-terms>

Please read carefully. This policy explains how Lakehaven Family Dentistry collects, uses, protects, and communicates personal information, including text-message/SMS information. It supplements, and does not replace, our HIPAA Notice of Privacy Practices.

1. INFORMATION WE COLLECT

We may collect contact information, date of birth, dental/medical history, treatment records, X-rays, clinical photographs, digital scans, billing/insurance information, communication preferences, and SMS opt-in/opt-out records.

3. DISCLOSURES AND BUSINESS ASSOCIATES

We may disclose information to dentists/team members, insurers, billing services, laboratories, specialists, technology or communication vendors, and others as permitted or required by law. Vendors who handle protected information are expected to protect it appropriately.

5. NO SALE OR MARKETING SHARING

We do not sell, rent, or share personal information, mobile phone numbers, or SMS consent/opt-in information with third parties or affiliates for marketing or promotional purposes. We do not use purchased, rented, or third-party lead lists.

7. PHOTOS, IMAGES, AND OBSERVERS

Clinical images/scans may be used for diagnosis, treatment planning, insurance, lab communication, referral, and dental record purposes. Marketing, website, social media, teaching, or observer access requires separate permission when required.

9. PATIENT RIGHTS AND NOTICE

Our HIPAA Notice of Privacy Practices explains patient rights, including access to records, amendment requests, confidential communications, restrictions, complaint rights, and how protected health information may be used or disclosed.

2. HOW WE USE INFORMATION

We use information for treatment, scheduling, patient forms, payment, insurance processing, billing, referrals, labs, health care operations, patient communication, legal compliance, and practice administration.

4. SMS/TEXT MESSAGE TERMS

By providing a mobile number and opting in, you agree to receive texts from Lakehaven Family Dentistry about appointments, reminders, confirmations, scheduling, forms, billing/insurance updates, and office communications. Message frequency may vary. Msg & data rates may apply. Reply STOP to opt out, START to opt in, or HELP for assistance.

6. EMAIL/TEXT SECURITY LIMITS

Standard email and text messages may not be fully secure and may carry risk of being viewed by others. Please do not send sensitive health, financial, or emergency information by text. For urgent dental concerns, call the office.

8. RECORD RELEASES AND AUTHORIZATIONS

Records may be released with written authorization or as permitted or required by law. You may revoke an authorization in writing, except for information already disclosed. Information sent to a non-covered recipient may no longer be protected by HIPAA privacy rules.

10. QUESTIONS, HELP, OR OPT-OUT

For privacy questions or SMS help, call Lakehaven Family Dentistry at (903) 463-1111. Text HELP for help, STOP to opt out, or START to opt back in. We will honor opt-out requests as required by law and platform rules.

Acknowledgment: This patient-facing privacy policy is provided for office and SMS registration purposes and should be posted with the practice Notice of Privacy Practices. It does not replace procedure-specific consents or authorizations when separate permission is required.