

Core Endodontics Privacy Policy

Effective Date: December 10th, 2025

Core Endodontics (“we,” “our,” or “the Practice”) is committed to protecting the privacy and security of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you interact with our practice, including through our website, patient communications, and SMS messaging services.

1. Information We Collect

We may collect the following types of personal information:

A. Patient Information

- Name, address, email address, and telephone number
- Date of birth
- Insurance information
- Appointment history and treatment-related information

B. SMS-Related Information

When you opt in to receive SMS communications from Core Endodontics, we may collect:

- Your mobile phone number
- Date and time of opt-in
- Confirmation of consent
- SMS conversation history (appointment reminders, patient communications, customer care exchanges, etc.)
- Message delivery and interaction data (e.g., whether messages were received or replied to)

C. Automatically Collected Information

If you use our website or online platforms, we may collect:

- Device information
 - Browser information
 - IP address
 - Site usage data through cookies or analytics tools
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2. SMS Messaging Consent

By consenting to receive SMS messages from Core Endodontics, you agree to receive:

- Appointment reminders

- Scheduling updates
- Customer care communication
- General practice-related messages (non-marketing unless explicitly consented)
- Occasional patient satisfaction or service-related surveys

SMS Disclosures:

- Reply **STOP** to unsubscribe at any time.
 - Reply **HELP** for assistance.
 - Message and data rates may apply.
 - Messaging frequency may vary based on your interaction with the practice.
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3. How We Use Your Information

We use your personal and SMS-related information for the following purposes:

- To schedule and manage patient appointments
 - To provide clinical care and communicate treatment-related information
 - To handle billing, insurance verification, and administrative tasks
 - To send appointment reminders, service alerts, or patient instructions
 - To provide customer service and respond to patient inquiries
 - To improve the quality of our services and enhance communication efficiency
 - To maintain compliance with legal or regulatory requirements
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4. Sharing of Information

A. SMS Opt-In and Personal Information

Core Endodontics **does not share, sell, or disclose mobile opt-in information, phone numbers, or SMS consent details to third parties or affiliates for marketing purposes.**

Your SMS consent is used **solely** for communication between you and Core Endodontics.

B. Other Information Sharing

We may share personal information only in the following limited circumstances:

- **With service providers** who assist with practice operations (e.g., appointment software, secure messaging platforms)
- **With insurance companies** for billing and claims processing
- **With dental or medical professionals** involved in your care, as permitted by law
- **When required by law** (e.g., regulatory compliance, subpoenas, or health and safety obligations)

All partners and service providers are required to maintain the confidentiality and security of your information and may not use it for their own marketing purposes.

5. Data Security

We implement administrative, technical, and physical safeguards designed to protect your personal information from unauthorized access, disclosure, or misuse. However, no electronic or mobile communication system can guarantee complete security.

6. Your Rights and Choices

You may:

- Request to update or correct your personal information
 - Opt out of SMS communications at any time by replying **STOP**
 - Request information about how your data is used
 - Request a copy of your records as permitted by law
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7. Changes to This Privacy Policy

Core Endodontics may update this Privacy Policy periodically. Any changes will be posted with an updated effective date.

8. Contact Information

If you have questions about this Privacy Policy or your personal information, please contact:

Core Endodontics

2206 State Street Suite 100 New Albany, IN 47150

(812) 590-1514

info@coreendo.com