

Sterling Dental Services, LLC - Privacy Policy

Sterling Dental Services, LLC ("Sterling Dental," "we," "our," or "us") is committed to protecting your privacy and maintaining the confidentiality of your personal and health-related information. This Privacy Policy explains how we collect, use, and safeguard your information when you use our website or communicate with our practice.

1. Information We Collect

We may collect the following types of information through our website, phone calls, emails, forms, or in-office interactions:

- a) Personal Information: Name, email address, phone number, and other contact details.
- b) Appointment Details: Preferred appointment dates, messages, or reasons for visits.
- c) Health Information: Information you voluntarily provide for treatment planning or pre-appointment questionnaires.
- d) Payment Information: payment details or payment preferences when submitted through secure forms.
- e) Usage Data: Information collected via cookies, IP addresses, browser types, and referral sources to improve site functionality and security.

2. How We Use Your Information

Your information is used to:

- a) Schedule appointments and respond to inquiries
- b) Communicate with you about treatment or services
- c) Send appointment confirmations, reminders, and updates
- d) Submit payment or process billing when authorized
- e) Improve website performance and patient experience
- f) Comply with legal and regulatory obligations
- g) We do not sell your personal information or share it with unrelated third parties for marketing purposes.

3. Communication Consent

By providing your contact information, you consent to receive calls, emails, or text messages from Sterling Dental related to your care or requested services. You may opt out of non-essential communications at any time.

4. Data Security

We use secure servers, encrypted data transfer, and industry-standard safeguards to protect your information. However, no method of electronic storage or transmission is 100% secure, and we cannot guarantee absolute security.

5. Third-Party Services

We may use trusted third-party providers (e.g., form tools, cloud storage, payment processors, database server) to help deliver our services. These vendors are contractually obligated to protect your data and use it only for authorized purposes.

6. Your Rights

You may request to update or delete your personal information at any time by contacting us directly.

7. Children's Privacy

Our website and services are intended for individuals age 18 and over. We do not knowingly collect personal information from children under 18.

8. Changes to This Policy

We may update this Privacy Policy periodically. Any changes will be posted on this page.

9. Contact Us

If you have questions about this Privacy Policy or how your information is handled, please contact:

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Phone: 405-728-1278
Email: customerservice@sterlinghs.com