

SMS Text Messaging Privacy Policy

Clean Smile Dental

Last updated: May 26, 2026

1. About this policy

This Privacy Policy describes **Clean Smile Dental** ("we," "us," or "our"), collects and uses information in connection with our SMS text messaging program (the "SMS Program"). This policy applies only to information collected through the SMS Program. Protected health information collected in the course of providing dental care is governed by our separate **HIPAA Notice of Privacy Practices**, available at the office.

2. Information we collect

When you participate in the SMS Program, we collect:

- Your **mobile phone number**.
- Your **name** and **patient identifier** as recorded in our practice management system.
- The **content of messages** we send to you and any replies you send back.
- Information about **message delivery** (sent, delivered, failed) from our messaging service provider.
- Records of your **consent** to receive text messages and any subsequent opt-out.

We do not collect financial account information through the SMS Program. Patient balance amounts and payment links may appear in messages, but payment itself is handled on a secure third-party payment page (Stripe) outside of SMS.

3. How we use this information

We use the information collected through the SMS Program solely to:

- Send **appointment reminders, confirmations, and changes**.
- Send **account and billing notifications**, including outstanding balances and links to pay securely online.
- Send **payment confirmations** after a payment is received.
- Respond to your replies, including support requests (HELP) and opt-out requests (STOP).
- Maintain records of consent and message delivery required by law and by our messaging service provider.

4. We do not share your information for marketing

We do not sell, rent, lease, or share your mobile phone number or any information collected through the SMS Program with any third party for their own marketing purposes. We do not use your information for marketing purposes ourselves. Information is shared only with service providers acting on our behalf (see Section 5) and as required by law.

5. Service providers

We use the following service providers to operate the SMS Program. These providers process information only on our instructions and are bound by confidentiality and data-protection obligations:

- **Twilio Inc.** — SMS delivery and carrier transit.
- **Open Dental Software, Inc.** — our practice management system, where consent and message records are stored.
- **Stripe, Inc.** — secure payment processing when you click a payment link.

6. HIPAA and your protected health information

Clean Smile Dental is a HIPAA covered entity. Text messages sent under the SMS Program may reference appointment times and outstanding balances. We limit the clinical detail included in any text message and obtain your authorization before including more sensitive protected health information.

7. Data retention

We retain message and consent records for as long as required by federal and California law, by our messaging service provider, and by our professional record retention obligations as a dental practice.

8. Your choices

You may stop receiving messages at any time by replying **STOP** to any text from us. You may text **HELP** for assistance, or contact the office directly using the information below. There is no fee from us for opting out; standard message and data rates from your wireless carrier may apply.

9. Children

The SMS Program is intended for adults. For minor patients, messages are sent to the consenting parent or legal guardian. We do not knowingly send marketing communications to children.

10. Changes to this policy

We may update this Privacy Policy from time to time. The current version is always available at this URL with the "Last updated" date above.

11. Contact us

Clean Smile Dental

44820 10th Street West, Suite 101

Lancaster, CA 93534

Phone: (661) 942-1181

Email: contact@cleansmiledental.com

Web: <https://www.cleansmiledental.com>