



## Website Privacy Policy

Union Dental Center, owned and operated by Yoon S. Kim DDS, Inc. (hereafter: “the Practice,” “we,” “us,” or “our”), respects your privacy and is committed to protecting the personal information you provide through our website. This Privacy Policy (hereafter: “Policy”) describes how we collect, use, share, and protect information collected through <https://uniondentalcenter.co> (the “Website”). We are required to adhere to the terms outlined in this Policy. If you have any questions about this Policy, please contact us using the information at the end of this document.

This Policy applies only to information collected through the Website. It does not apply to information collected in our office in connection with the provision of dental care, which is governed separately by our *Notice of Privacy Practices* available at our office and on the Website.

By using the Website, you agree to the collection and use of information in accordance with this Policy. If you do not agree with this Policy, please do not use the Website.

### INFORMATION WE COLLECT THROUGH THE WEBSITE

The Website collects only limited information from visitors. The categories below describe the information we collect and how it is collected. Not every detail in a category will be listed; however, all of the information we collect through the Website will fall into one of these categories.

#### Information You Provide Through the Appointment Inquiry Form

Our Website provides an online appointment inquiry form (“Inquiry Form”) that allows visitors to request an appointment at our office. When you voluntarily submit the Inquiry Form, we collect the following information:

- Your name
- Your email address
- Your telephone number
- The type of appointment requested (for example, new patient, recall/cleaning, or other)
- Your preferred day(s) and time(s) of the week for an appointment
- Any message or note you choose to include for our office staff

All fields on the Inquiry Form are submitted at your discretion. You are not required to use the Inquiry Form to contact us; you may also call our office directly at (213) 463-2632.

Please do not submit sensitive medical, dental, or health information through the Inquiry Form. The Inquiry Form is intended only to facilitate a follow-up call from our office to schedule an appointment, and is not a secure method for transmitting protected health information.

#### Patient Forms

Our Website allows visitors to download blank patient forms (such as new-patient registration forms and health-history forms) for completion before their office visit. We do not collect or receive any completed patient forms through this Website. Completed patient forms must be brought to our office in person, mailed, or otherwise delivered to us by means other than the Website.



Once you provide completed patient forms to our office, the information they contain becomes protected health information governed by federal and state health-privacy laws (including HIPAA), and is handled in accordance with our Notice of Privacy Practices – not this Policy.

### **Information Automatically Collected**

Like most websites, our Website may automatically collect certain limited technical information when you visit, including:

- Your IP address and approximate geographic location
- Browser type and version, device type, and operating system
- Pages you visit on our Website, the date and time of your visit, and the duration of your visit
- The website that referred you to our Website, if any

This information is collected through standard server logs and may be collected by cookies or similar technologies used by the Website. It is generally used in aggregate form to help us understand how visitors use the Website and to maintain the security and performance of the Website.

### **Information We Do Not Collect Through the Website**

We want to be clear about what we do not collect through the Website. Specifically, the Website does not:

- Process payments or collect credit-card, debit-card, or bank-account information
- Receive completed patient intake or health-history forms
- Collect Social Security numbers, driver's license numbers, or government identification numbers
- Collect dental insurance policy numbers, member IDs, or related coverage information
- Knowingly collect personal information from children under the age of 13

### **HOW WE USE THE INFORMATION WE COLLECT**

We use the information we collect through the Website only for the following limited purposes:

- To respond to your appointment inquiry and contact you by phone or email to confirm or schedule a visit
- To answer your questions or other communications you submit through the Website
- To operate, maintain, and improve the Website, including diagnosing technical issues and analyzing aggregate Website traffic
- To protect the security and integrity of the Website and detect and prevent fraud, abuse, or unauthorized access
- To comply with applicable law, including responding to lawful requests from public authorities

We do not sell, rent, or trade the personal information you submit through the Website, and we do not use it for behavioral advertising or to send you unsolicited marketing email.

### **HOW WE SHARE INFORMATION**

We do not sell or rent personal information collected through the Website. We share information only in the limited circumstances described below.

#### **Our Office Staff**



Information you submit through the Inquiry Form is provided to authorized members of our office staff so that we can contact you and schedule your visit.

### **Service Providers**

We may use third-party service providers to host our Website, deliver email, monitor security, and provide analytics. These providers may have access to limited information solely to perform services on our behalf, and are expected to keep your information confidential and use it only for those services.

### **Legal Requirements**

We may disclose information when we believe in good faith that disclosure is necessary to comply with a subpoena, court order, or other legal process, to protect the rights, property, or safety of the Practice or others, or as otherwise required by law.

### **Business Transfers**

In the unlikely event of a merger, sale, or transfer of all or substantially all of our assets, information collected through the Website may be transferred to the successor organization, subject to the terms of this Policy or a comparable policy.

### **DATA RETENTION AND SECURITY**

We retain Inquiry Form submissions only for as long as reasonably necessary to respond to your inquiry, schedule your appointment, and maintain reasonable business records. Once an inquiry has been responded to and is no longer needed, we delete or de-identify it consistent with our internal record-retention practices.

We use commercially reasonable administrative, technical, and physical safeguards designed to protect information submitted through the Website from unauthorized access, use, alteration, or disclosure. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security. You submit information through the Website at your own risk and should not transmit sensitive medical or financial information through the Inquiry Form.

### **COOKIES AND SIMILAR TECHNOLOGIES**

Our Website may use cookies, web beacons, and similar technologies to operate the Website, remember your preferences (such as language selection between our English and Spanish versions), and collect aggregate information about how visitors use the Website. Most web browsers allow you to control cookies through your browser settings. You can typically set your browser to refuse cookies or to alert you when cookies are being sent. If you disable cookies, some features of the Website may not function properly.

Our Website may also include limited third-party content, such as embedded Google Maps showing the location of our office, and links to our Facebook, Yelp, and Google Business profiles. These third parties may collect information about you in accordance with their own privacy policies, which we do not control. We encourage you to review the privacy policies of any third-party services you visit from our Website.

### **THIRD-PARTY LINKS**

The Website may contain links to third-party websites or services that are not operated by the Practice. This Policy applies only to our Website. We are not responsible for the privacy practices of third-party websites, and we encourage you to read the privacy policy of every third-party website you visit.



## **YOUR CALIFORNIA PRIVACY RIGHTS**

If you are a California resident, the California Consumer Privacy Act (“CCPA”), as amended by the California Privacy Rights Act (“CPRA”), provides you with certain rights regarding your personal information, subject to legal exceptions. These rights may include:

- The right to know what categories of personal information we have collected about you and how we use and share it
- The right to access or request a copy of the specific pieces of personal information we have collected about you
- The right to request deletion of personal information we have collected from you, subject to certain exceptions
- The right to correct inaccurate personal information we maintain about you
- The right to opt out of the sale or sharing of your personal information – although, as noted above, we do not sell or share personal information collected through our Website
- The right to non-discrimination for exercising any of these rights

Please note: certain personal information held by the Practice, such as patient health information collected and maintained in the course of providing dental treatment, is generally exempt from the CCPA/CPRA and is instead governed by HIPAA, the California Confidentiality of Medical Information Act (CMIA), and other health-privacy laws.

To exercise any of the rights described above with respect to information collected through the Website, please contact us using the information at the end of this Policy. We may need to verify your identity before fulfilling your request.

## **CHILDREN'S PRIVACY**

The Website is intended for general audiences and is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13 through the Website. A parent or legal guardian may submit appointment inquiries for a child, and in doing so the parent or guardian is responsible for the information they provide. If you believe a child under 13 has provided personal information through the Website, please contact us so we can delete it.

## **CHANGES TO THIS POLICY**

We reserve the right to change this Policy. We reserve the right to make the revised or changed Policy effective for information we already have about you as well as any information we receive in the future. We will post a copy of the current Policy on the Website. The Policy will specify the effective date at the top of the first page. If material changes are made to this Policy, the revised Policy will contain an updated effective date.



## **CONTACT US**

Please contact us regarding the terms in this Policy.

### **Union Dental Center**

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Los Angeles, CA 90017

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Website: <https://uniondentalcenter.co>