Consumer Health Data Privacy Policy

Family Dental Care of Bellevue, 4100 Factoria Blvd SE, Ste A, Bellevue, WA 98006

Effective date: October 22, 2026. Last reviewed: October 28, 2026.

This policy explains how Family Dental Care of Bellevue ("we," "us," "our practice") collects, uses, and shares consumer health data, and how you can exercise your rights under the Washington My Health My Data Act (Chapter 19.373 RCW). It applies to Washington residents and to anyone whose consumer health data is collected in Washington. It covers data we collect through our website, familydentalcareofbellevue.com, and through phone, text, and email contact before you become a patient of record. Protected health information that we create or receive as a HIPAA covered entity is governed by our Notice of Privacy Practices, which you receive at your first visit and can request at any time, and is not covered by this policy.

1. What consumer health data we collect

"Consumer health data" means personal information that is linked or reasonably linkable to you and that identifies your past, present, or future physical or mental health status, including inferences drawn from your activity. In our case, the simple fact that you contacted a dental office or visited a page about a dental treatment can be an inference about your oral health. We collect the following categories:

- **Appointment request and contact information.** Your name, phone number, email address, date of birth, the dental insurance information you choose to upload, your preferred appointment times, and anything you write in the message field of our appointment request form or send us by text or email, which may describe a dental concern.
- **Website activity that may reveal an interest in dental care.** The pages you view on our site, the links you click, your IP address, browser and device type, and the approximate city-level location derived from your IP address. We do not collect precise geolocation and we do not use geofencing.
- **Communications.** The content of phone calls, voicemails, text messages, and emails you exchange with our front desk before you become a patient, including questions about treatment, symptoms, or cost.
- **Cookie consent choices.** The choices you make in our cookie consent banner, stored so we can honor them.

We do not collect biometric data, genetic data, reproductive or sexual health data, gender-affirming care data, or data about medications through our website. We do not buy consumer health data from data brokers or any other source.

2. Why we collect it and how we use it

- To respond to your appointment request, look up or verify your dental insurance before your visit, and schedule you with the right amount of chair time.
- To answer your questions and communicate with you about scheduling, directions, insurance, and the services you asked about.

- To operate, secure, and improve our website, including diagnosing errors and protecting against abuse.
- With your consent only, to measure whether our Google Ads advertising brought you to our site and to show you our ads on Google services. This use is off by default and happens only if you click "Accept All" or enable marketing cookies in our consent banner. We never run advertising measurement on our appointment request page, whether or not you have consented.
- To comply with legal obligations and respond to lawful requests.

We do not use consumer health data for any purpose not listed here. If we ever want to, we will update this policy first and ask for your affirmative consent before doing so.

3. Where the data comes from

- Directly from you, when you fill out our appointment request form, call or text 425.643.5778, email us, or speak with our team.
- Automatically from your browser or device when you visit our website, through our website platform and, with your consent, Google.
- From your dental insurance carrier, when we verify the coverage information you gave us. Once you are a patient, this information is protected health information under HIPAA.
- From a referring dentist or specialist, when they send us your information at your request.

4. What we share and with whom

We do not sell consumer health data, and we have never sold it. We have no affiliates, so no consumer health data is shared with affiliated companies. We share consumer health data only with the service providers below, each of which processes it on our behalf under a contract that limits what they can do with it, and with others only when the law requires it.

Category of recipient	Specific third parties we use today	What they receive and why
Website hosting, forms, and site analytics processor	Wix.com Ltd.	Hosts our website, stores appointment request form submissions and uploaded insurance images, and records basic site visit information needed to run the site.
Cookie consent management processor	Usercentrics GmbH (Usercentrics for Wix)	Shows the consent banner and stores your consent choice. Receives a record of your choice, not your form data.
Advertising measurement, only with your consent	Google LLC (Google Ads)	Only after you accept marketing cookies, Google receives your IP address, the page you viewed, and a cookie identifier so we can measure our advertising and show our ads on Google. Google receives nothing from our appointment request page under any setting.
Website accessibility widget	Skynet Technologies (All in One	Loads the accessibility toolbar on our pages

Category of recipient	Specific third parties we use today	What they receive and why
provider	Accessibility)	and receives the address of the page you are viewing and your device settings for that toolbar.
Reviews display provider	Beaver Codes (Google reviews widget)	Displays our public Google reviews on our site. Receives the address of the page where the widget loads. Does not receive form data.
Practice management, scheduling, and patient communication software	Our dental practice management and phone and text messaging vendors	Store your contact details, appointment request, and messages so we can schedule and communicate with you. Once you are a patient these vendors operate under HIPAA business associate agreements.
Dental insurance carriers	The carrier you name on your request	Receive your name, date of birth, and member information so we can verify coverage before your visit.
Government and legal	Courts, regulators, and law enforcement when legally required	Only what the law compels us to disclose.

If we add a new category of recipient, we will update this table before any sharing begins and obtain your consent where the law requires it.

5. Consent

We collect only the consumer health data needed to provide what you asked for, such as scheduling an appointment or answering a question. Anything beyond that, including advertising measurement, requires your clear, affirmative, opt-in consent, which you give or decline in our cookie consent banner. You can change or withdraw that consent at any time by clicking the fingerprint icon in the bottom left corner of any page of our website (labeled Privacy Settings) or by contacting us using the details in Section 8. Withdrawing consent stops future collection; it does not undo sharing that happened while your consent was in effect, but you can ask us to delete that data under Section 6.

6. Your rights

You have the right to:

- **Confirm and access.** Ask whether we are collecting, sharing, or selling your consumer health data, and receive a copy of it.
- **Get a list of recipients.** Receive a list of every third party and affiliate with whom we have shared your consumer health data, with an active email address or other online way to contact each one.
- **Withdraw consent.** Withdraw any consent you gave for collection or sharing.

- **Delete.** Ask us to delete your consumer health data. We will delete it from our records, including archived and backup systems, and we will tell every processor, contractor, and third party we shared it with to delete it too. Deletion from backup systems may take up to six months.

These rights apply to consumer health data covered by this policy. Protected health information in your dental record is subject to HIPAA and Washington dental record retention law, and requests about your dental record are handled under our Notice of Privacy Practices.

7. How to make a request and what happens next

Send your request to us by any of these methods:

- Email: info@familydentalcareofbellevue.com with the subject line "Consumer Health Data Request"
- Phone or text: 425.643.5778
- Mail: Family Dental Care of Bellevue, Attn: Privacy Officer, 4100 Factoria Blvd SE, Ste A, Bellevue, WA 98006

We will need to verify that the request comes from you or from someone legally authorized to act for you, using the contact information we already have. We respond within 45 days of receiving your request. If a request is unusually complex or we receive many at once, we may take up to 45 additional days, and we will tell you within the first 45 days if that happens and why. You can make requests free of charge up to twice in any 12 month period. If we decline all or part of a request, we will tell you the reason within 45 days and how to appeal.

Appeals. If we decline your request, you may appeal within 45 days of our decision by emailing info@familydentalcareofbellevue.com with the subject line "Appeal" or by mailing the address above. Dr. Victor Bauer, DDS, owner of the practice, reviews appeals personally. We will answer your appeal in writing within 45 days and explain the reasons for the decision. If your appeal is denied, you may contact the Washington State Attorney General's Office to submit a complaint at www.atg.wa.gov.

8. Contact us

Family Dental Care of Bellevue, Dr. Victor Bauer, DDS, Privacy Officer

4100 Factoria Blvd SE, Ste A, Bellevue, WA 98006

Phone or text: 425.643.5778

Email: info@familydentalcareofbellevue.com

9. Children

Our appointment request form is meant for adults and for parents or guardians requesting care for a child. If a parent submits a child's information, we treat it as the child's consumer health data and the parent or guardian may exercise the child's rights on their behalf.

10. Changes to this policy

When we change this policy, we will post the new version on our website with a new effective date. If a change would let us collect a new category of consumer health data or use it for a new purpose, we will ask for your affirmative consent before applying the change to data about you.

This policy is published as a PDF linked from the footer of every page of familydentalcareofbellevue.com, including the homepage. It is provided under RCW 19.373.020 and is separate from our HIPAA Notice of Privacy Practices and our general Website Privacy Policy.