



Pinnacle Oral & Maxillofacial Surgery

Effective Date: August 3, 2026

At Pinnacle Oral & Maxillofacial Surgery, we are committed to protecting your privacy and safeguarding your personal health information. This Privacy Policy explains how we collect, use, store, and protect your information, as well as your rights regarding that information.

1. Information We Collect

We may collect the following types of personal information:

- Name, date of birth, and contact information (address, phone number, email)
- Mobile phone number for appointment communications
- Health and dental history, treatment records, and insurance details
- Payment and billing information
- Information submitted via web forms, SMS, or phone calls

2. How We Collect Your Information

We collect information through:

- Patient intake forms (paper and electronic)
- Our website and online registration portals
- SMS/text messages and phone calls
- Direct communication with our office staff

3. How We Use Your Information

Your information is used to:

- Schedule and confirm appointments
- Send appointment reminders, confirmations, and follow-up care instructions
- Process billing and insurance claims
- Comply with legal and regulatory requirements
- Improve the quality of our services

4. SMS and Mobile Communications

We collect and use your mobile phone number solely for the purpose of communicating appointment reminders, confirmations, and important updates related to your dental care. We do not share your mobile information with third parties or affiliates for marketing or promotional purposes.

- We use your mobile number only for appointment reminders and care-related updates — not for marketing unless you have separately consented.
- You may opt out of SMS communications at any time by replying STOP to any message.
- Standard message and data rates from your mobile carrier may apply.

5. How We Store and Protect Your Data

We take reasonable administrative, technical, and physical safeguards to protect your information, including:

- Encrypted electronic records systems
- Access controls limiting data to authorized personnel
- Secure servers and data storage practices
- Regular security reviews and staff training

6. Sharing of Information

We do not sell your personal information. We may share information with:

- Insurance companies and billing processors as necessary for your care
- Referring providers or specialists involved in your treatment
- Third-party technology vendors (e.g., appointment reminder services) strictly for operational purposes

We do not share mobile phone numbers or messaging data with third parties or affiliates for marketing or promotional purposes.

7. Children's Privacy

We treat all patient information with equal care regardless of age. For patients under 18, a parent or legal guardian must provide consent for treatment and may also authorize communication preferences on behalf of the minor patient.

8. Your Rights

You have the right to:

- Access, correct, or request deletion of your personal information
- Opt out of electronic communications at any time
- Request a copy of your records

To exercise any of these rights, please contact our office directly.

9. Updates to This Policy

We may update this Privacy Policy periodically. When changes are made, we will update the Effective Date at the top of this document. Continued use of our services after changes are posted constitutes acceptance of the revised policy.

10. Contact Us

If you have questions or concerns about this Privacy Policy, please contact us:

Pinnacle Oral & Maxillofacial Surgery

Website: www.pinnacleomfs.com

Phone: 609-261-8200

Email: pinnacleomfs@gmail.com

Address: 693 Main Street, Lumberton, NJ, 08048