

Privacy Policy

Simple Orthodontics

Effective Date: February 16, 2026

At Simple Orthodontics, your privacy matters. This page explains how we collect, use, and protect your information, both in our office and online.

If you would like a printed copy of our full Notice of Privacy Practices, please contact our office.

1. Our Commitment to You

We are required by federal and California law to protect your medical information. We maintain administrative, physical, and technical safeguards to keep your information secure.

We do not sell your personal or medical information.

2. Information We Collect

We may collect:

Personal Information

- Name, address, phone number, email
- Date of birth
- Insurance and billing details

Clinical Information

- Medical and dental history
- Photographs and digital scans
- X-rays and CBCT images
- Treatment notes
- Remote monitoring data

Website Information

- IP address
- Device type and browser
- Pages visited on our website

Clinical information linked to your identity is considered Protected Health Information under federal and state law.

3. How We Use Your Information

We use your information to:

- Provide orthodontic treatment
 - Coordinate care with your dentist or other providers
 - Process insurance claims and payments
 - Improve office operations and patient experience
 - Comply with legal and regulatory requirements
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4. Substance Use Disorder Records (If Applicable)

If we ever receive records from a federally assisted substance use disorder treatment program, those records are protected by special federal confidentiality rules (42 CFR Part 2).

Such records:

- Cannot be disclosed without your specific consent or a qualifying court order
- Cannot be used in legal proceedings without your authorization
- May carry additional protections beyond standard medical records

Simple Orthodontics does not routinely maintain these types of records. This section applies only if such records are received.

5. Your Privacy Rights

You have the right to:

- Access your medical records
- Request corrections
- Request restrictions on certain uses

- Receive confidential communications
- Request an accounting of certain disclosures
- Receive notification if a breach occurs

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

6. California Privacy Rights

Under California law:

- Your medical information is protected under the Confidentiality of Medical Information Act (CMIA).
- We do not sell your personal information.
- You may request information about personal data collected through our website.

Medical information governed by HIPAA is not subject to deletion under California consumer privacy laws but remains fully protected.

7. Cookies and Website Tracking

Our website may use cookies or analytics tools to improve user experience and understand website traffic. You may adjust cookie settings through your browser.

We do not use website tracking to make treatment decisions.

8. Data Security

We use encrypted and HIPAA-compliant systems for:

- Electronic health records
- Digital imaging
- Remote monitoring
- Internal communications

No system is 100% secure, but we take reasonable and appropriate steps to protect your information.

9. Contact Information

If you have questions about this Privacy Policy or your privacy rights, please contact:

Simple Orthodontics
265 Magnolia Ave
Larkspur, CA 94939
415-746-1300
info@simpleortho.com

You may also file a complaint with the U.S. Department of Health and Human Services if you believe your privacy rights have been violated.
