

## Privacy Policy

Last Updated: January 2025

Rucker Orthodontics (“we,” “our,” or “us”) values your privacy and is committed to protecting the personal information you choose to share with us. This Privacy Policy outlines how we collect, use, and safeguard information through our website, [www.ruckerorthodontics.com](http://www.ruckerorthodontics.com) (the “Website”).

By using our Website, you agree to the terms of this Privacy Policy. If you disagree with our practices, please do not use the Website. We may update this policy periodically, and your continued use of the Website following any changes constitutes your acceptance of those changes.

### Information We Collect

We may collect and store the following types of personal information:

- Name, address, phone number, and email address
- Health-related information provided for treatment or consultation
- Insurance and payment information
- Appointment requests or contact form submissions
- IP address, browser type, and other technical information collected automatically through cookies or analytics tools

This information may be collected directly from you (e.g., through forms you fill out) or indirectly through your interactions with the Website.

### How We Use Your Information

We may use your information to:

- Schedule appointments or respond to inquiries
- Communicate with you about your care or services
- Process payments and insurance claims
- Improve the performance and usability of our Website
- Comply with legal and regulatory obligations

We will only use and retain your personal information as long as necessary to fulfill these purposes or as required by law.

### Disclosure of Information

We will not share your personal information with third parties except:

- With your orthodontist or referring provider for coordination of care
- With vendors or service providers that support our practice and have agreed to maintain confidentiality
- To comply with legal obligations (such as subpoenas or court orders)
- In connection with the sale, merger, or transfer of our practice
- With your express consent

We may share de-identified or aggregated data that does not identify any individual without restriction.

## **HIPAA and Other Legal Protections**

As a healthcare provider, Rucker Orthodontics complies with the Health Insurance Portability and Accountability Act (HIPAA) and other relevant state and federal privacy laws to protect your protected health information (PHI). This includes administrative, physical, and technical safeguards.

## **Cookies and Technology**

We use cookies and similar technologies to improve user experience and collect usage statistics. This may include:

- Remembering your preferences or session history
- Collecting data on website performance and user behavior
- Enhancing security and functionality

You may disable cookies through your browser settings; however, some features of the Website may not function properly as a result.

## **Security Measures**

We maintain appropriate security measures to protect your personal information from unauthorized access, loss, or misuse. These measures include encryption of sensitive data, access controls, and regular security reviews. While we strive to protect your information, no security system is entirely foolproof.

## **Children's Privacy**

Our Website is not intended for use by children under the age of 18. We do not knowingly collect personal information from individuals under the age of 18. If we become aware that information from a child under 18 has been submitted without parental consent, we will delete it promptly.

## **Your Rights and Choices**

You may request to:

- Access or correct your personal information
- Delete your data (subject to legal and clinical requirements)
- Withdraw consent for marketing communications

To make a request, please contact us using the information below.

## **Contact Us**

If you have any questions about this Privacy Policy or how your information is handled, please contact:

Rucker Orthodontics  
31560 Rancho Pueblo Rd. Suite 201  
Temecula, CA 92592  
Phone: (951) 302-0685