

Website Privacy Policy

Effective date: January 20, 2026 Last updated: February 15, 2026

This Website Privacy Policy explains how Shiner Dental, PLLC (“we,” “our,” or “us”) collects, uses, discloses, and protects information obtained through our website (www.shinerdental.com). This policy applies to information collected online. For how we use and disclose protected health information (“PHI”) in our practice, please refer to our HIPAA Notice of Privacy Practices.

Quick summary

We collect information you submit (e.g., contact forms, appointment requests) and limited technical data (e.g., cookies/analytics).
We use it to respond to you, provide services, operate the website, and meet legal obligations.
We do not sell your personal information.
Security matters: internet communications can’t be guaranteed 100% secure; please avoid sending sensitive health details via unencrypted email.

1. Information we collect

A. Information you provide

- Contact details (name, phone number, email address, preferred method of contact).
- Appointment request details (preferred dates/times, reason for visit).
- Insurance/billing information (if you choose to submit it).
- Messages you submit via forms, email, or other website features.

B. Automatically collected information

- Device and browser information (device type, operating system, browser type).
- IP address and approximate location inferred from IP (city/region-level).
- Usage data (pages visited, links clicked, time on page, referral source).
- Cookies and similar technologies (see our Cookie & Tracking Notice for details).

C. Sensitive information and PHI

Some information you submit may be sensitive. Please do not submit detailed medical information through general website contact forms. If you submit information that constitutes PHI, we will treat it in accordance with applicable privacy and security requirements, and our HIPAA Notice of Privacy Practices.

2. How we use information

- To respond to requests and inquiries, including scheduling and confirming appointments.

- To provide customer service and communicate about services, forms, and office policies.
- To operate, maintain, and improve website performance, functionality, and security.
- To detect, prevent, and respond to fraud, abuse, and security incidents.
- To comply with legal obligations and enforce our policies.

3. How we disclose information

We may disclose information in the following circumstances:

- To service providers (vendors) who help us operate our website or business (e.g., hosting, IT support), subject to appropriate contractual protections.
- To comply with subpoenas, court orders, legal processes, or other lawful requests.
- To protect the rights, safety, and security of our patients, visitors, staff, or others.
- In connection with a business transaction (e.g., reorganization), consistent with applicable law.

4. Data security

We use reasonable administrative, technical, and physical safeguards designed to protect information from loss, misuse, unauthorized access, disclosure, alteration, or destruction. Examples may include encryption in transit (SSL/TLS), access controls, monitoring, and staff training. However, no website or internet transmission is completely secure, and we cannot guarantee absolute security.

5. Your choices

- Cookie controls: You can manage cookies through your browser settings and, where available, on-site cookie tools.
- Marketing communications: You may opt out of marketing emails by using the unsubscribe link, if provided, or contacting us.
- Updating your information: You may request corrections to information you submitted through the website by contacting us.

6. Data retention

We retain information collected through the website for as long as reasonably necessary to fulfill the purposes described in this policy, unless a longer retention period is required or permitted by law.

7. Children's privacy

Our website is not directed to children under 13, and we do not knowingly collect personal information from children under 13 without parental consent. If you believe a child has provided personal information through our website, please contact us so we can take

appropriate steps.

8. Texas-specific notices

Texas law may provide additional requirements related to safeguarding and breach notification for certain personal information. We maintain reasonable safeguards to protect sensitive personal information and, where required, will provide notifications consistent with applicable Texas and federal law.

9. Changes to this policy

We may update this Website Privacy Policy from time to time. The “Last updated” date above will reflect when changes were made. Material changes will be posted prominently or otherwise communicated as required by law.

10. Contact us

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