Privacy Policy
Effective Date: November 1, 2026

Michael Gorsen, DDS, PA is committed to protecting your privacy and the confidentiality of your personal and health information in accordance with applicable laws, including HIPAA.

We may collect personal information such as your name, phone number, email address, appointment details, and limited health information necessary to provide dental care and related services. This information is used solely for treatment, payment, healthcare operations, and practice-related communications, including appointment reminders and important notifications.

If you opt in to receive SMS text messages or emails from us, these communications may include appointment reminders, confirmations, recall or reactivation messages, and requests to complete required forms prior to your visit.

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Information may be shared only with service providers or subcontractors that support our operations (such as messaging or customer service platforms) and only as necessary to deliver our services in compliance
with HIPAA.

All other use case categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

You may opt out of SMS messages at any time by replying STOP. You may opt out of emails using the unsubscribe link or by contacting our office.

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