

**Privacy Policy**  
**Ellen Gould DDS PLLC**  
**d.b.a. Gould Oral & Maxillofacial Radiology**  
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## **1. Introduction**

Gould Oral & Maxillofacial Radiology (“we,” “our,” “us”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, share, and safeguard information when you visit our website and use our services. “You,” “your,” or similar terms refer to you as a user of our services. This Privacy Policy applies only to information collected through our services and does not apply to information collected offline or through any other websites or applications.

## **2. Agreement to Terms**

By accessing or using our services, you agree to this Privacy Policy and consent to the collection, use, and disclosure of your information as described herein. If you do not agree with this Privacy Policy, you should immediately discontinue use of our services and refrain from providing any personal information.

## **3. Personal Information We Collect**

We may collect personal information directly from you, automatically from your device or browser, and/or through cookies and similar technologies. The categories of personal information we may collect include:

- Identifiers: First and last name, username, account credentials
- Professional Information: Job title, professional affiliation, business address, email address, phone number
- Payment Information: If payments are made, payment details (such as credit card number, expiration date, and CVV) are processed securely by third-party payment processors. We do not store full payment card details
- Device and Technical Information: IP address, browser type, operating system, device type, online identifiers, approximate geolocation data
- Interaction with our services: Information about how you use our services, including access times, pages viewed, links clicked, non-sensitive text entered, general usage analytics

We provide services to dental practices, medical practices, imaging centers, and other healthcare-related organizations, but our public website is not intended for the collection of protected health information. Users must only upload or process patient information through our secure platform in accordance with applicable laws and agreements.

## **4. How We Use Personal Information**

We use personal information for legitimate business purposes, including to:

- Provide our services and operate our business
- Manage user accounts and relationships
- Respond to inquiries and provide support
- Improve, analyze, and maintain our services and website
- Send administrative or other communications
- Detect and prevent fraud, security incidents, and misuse
- Comply with legal, regulatory, and contractual obligations

## **5. How We Share Information**

We do not sell or rent personal information, health information, phone numbers, or SMS consent data to third parties. We may share information with:

- Referring dentists or healthcare providers (for treatment purposes)

- Service providers that support our operations, including IT hosting, analytics, customer support, billing, and marketing services
- Legal, accounting, tax, and compliance advisers
- Government and regulatory authorities when required by law or to protect our rights and safety

## **6. Data Security**

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

- Encryption
- Secure servers
- Secure access controls
- Encrypted data transmission where available
- Use of HIPAA-compliant systems when handling PHI

However, no security system is completely secure, and we cannot guarantee absolute security.

## **7. Cookies and Data Collection Technologies**

We may use cookies and similar technologies to operate and improve our services. Cookies are small data files stored on your device that help us recognize your browser and understand usage patterns. We may use the following types of cookies:

- **Strictly Necessary Cookies:** Required for the operation and security of the website
- **Analytical/Performance Cookies:** Help us understand how users interact with the website so we can improve functionality and performance
- **Functional Cookies:** Remember your preferences and enhance user experience

You can manage or disable cookies through your browser settings, though this may affect the availability or functionality of certain features.

## **8. State Privacy Laws (United States)**

State laws may grant residents in certain states specific rights regarding their personal information, including rights to access, delete, correct, or opt out of certain processing. Please contact us to exercise these rights.

## **9. Third-Party Links**

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites.

## **10. Changes to This Policy**

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised effective date. Continued use of the Service after changes are posted constitutes acceptance of the revised Policy.

## **11. Contact Us**

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

Email: [info@gouldradiology.com](mailto:info@gouldradiology.com)

Website: [gouldradiology.com](http://gouldradiology.com)