

Website Privacy Policy

Sterling Dental Studio

Effective Date: February 19, 2026

Sterling Dental Studio (“we,” “us,” or “our”) is committed to protecting the privacy of visitors to our website. This Privacy Policy explains how we collect, use, disclose, and safeguard information obtained through our website in compliance with applicable federal and Virginia laws, including the Virginia Consumer Data Protection Act (VCDPA).

This policy applies only to information collected through our website and does not replace our Notice of Privacy Practices, which governs Protected Health Information (PHI) under HIPAA.

Information We Collect

Information You Provide Voluntarily

We may collect personal information when you submit forms or communicate with us through our website, including name, email address, phone number, appointment request details, and insurance or health-related information submitted through online forms.

Information Collected Automatically

When you visit our website, we may automatically collect IP address, browser type, device information, pages visited, time spent on the site, and referring website information through cookies and similar technologies.

How We Use Your Information

We use collected information to respond to appointment requests, communicate with you, improve website functionality, analyze usage, maintain security, and comply with legal obligations.

Cookies and Analytics

Our website uses cookies and analytics tools, including Google Analytics, to understand visitor behavior and improve services. You may adjust your browser settings to refuse cookies; however, some features may not function properly.

Disclosure of Information

We do not sell personal information. We may share information with service providers, analytics providers, and authorities as required by law, all of whom are required to protect your information.

HIPAA and Protected Health Information

Health-related information submitted through the website may be considered PHI and is governed by our Notice of Privacy Practices.

Data Security

We implement reasonable safeguards to protect your information, though no method of transmission is completely secure.

Your Rights (Virginia Residents)

Virginia residents may request access, correction, or deletion of personal data and may opt out of data sales or targeted advertising (we do not sell data).

Children’s Privacy

Our website is not intended for children under 13, and we do not knowingly collect their information.

Changes to This Policy

We may update this policy periodically. Changes will be posted with an updated effective date.

Contact Information

Sterling Dental Studio

Email: smile@dentalstudiossterling.com