# Murray Hill Pediatric Dentistry Website Privacy Policy

**Last updated: November 2, 2026**

Thank you for visiting our website. Murray Hill Pediatric Dentistry is committed to respecting your online privacy and protecting any information you share with us. This Privacy Policy explains what information is collected through this website and how it is used. Please read this policy in its entirety before using the site. By using the site, you accept the practices described in this policy.

We may update this policy in the future. Any changes will be posted on this page and will apply only to activities and information going forward, not retroactively. We encourage you to review this page each time you visit our site.

## Notice to Website Viewers

This website is provided for informational and educational purposes only. Using this site does not establish a doctor-patient relationship, and no diagnosis or treatment is provided through it. The information on this site, including care recommendations by age, should be used in consultation with a dentist of your choice. No guarantees or warranties are made regarding any information on this website, and it is not intended to offer specific medical, dental, or surgical advice to anyone.

Treatment descriptions and patient reviews on this website are for informational purposes only and do not guarantee specific results. Individual outcomes vary.

**If your child is experiencing a medical or dental emergency, call 911 or go to the nearest emergency room.** Do not use this website, its links, or text messages to seek emergency care, as they are not monitored for urgent communications.

## Scope of This Policy

This Privacy Policy applies only to the website murrayhillpediatricdentistry.com (the "Site"). It does not apply to kipsbaydentistry.com, which is a separate website.

This policy also does not apply to the third-party platforms linked from the Site, including NexHealth (appointment booking) and BalanceCollect (online payments). Those platforms are governed by their own privacy policies. If you have questions about how your child's health information is handled on those platforms, please refer to their privacy policies or contact our office.

# Collected Information

We do not collect patient information through forms on this Site. There are no patient contact forms, email sign-up forms, or booking forms hosted on murrayhillpediatricdentistry.com.

Appointment booking is handled by NexHealth, and online payments are handled by BalanceCollect. When you use these features, you are directed to those platforms, and the information you provide is governed by their privacy practices.

# Log Files & Technical Data

Like many websites, murrayhillpediatricdentistry.com uses log files and automated analytics tools. The information collected may include:

- IP address
- Browser type and version
- Device type (desktop, mobile, or tablet)
- General location (city or region)
- Pages visited and time spent on each page
- Referring and exit pages
- Clicks, including on the "Book Now," "Call," and "Text" buttons
- Date and time of visit

This information is used to analyze trends, administer the Site, understand how visitors use the Site, and measure the performance of our online advertising.

# Google Analytics, Google Ads & Google Tag Manager

This Site uses Google Tag Manager, Google Analytics and Google Ads, which are services provided by Google LLC. These tools use cookies and similar technologies to collect the technical information described above, including identifiers that allow Google to recognize returning visitors.

We use this information to understand how visitors use the Site and to measure the performance of our advertising on Google. Google may use the information it collects in accordance with its own Privacy Policy. You can learn more in How Google uses information from sites or apps that use its services.

You can opt out of or limit this data collection by:

- Managing your ad preferences through Google's ad settings
- Installing the Google Analytics Opt-out Browser Add-on
- Adjusting your browser's cookie settings, as described below

## Cookies & Tracking Technologies

Our Site uses cookies and similar tracking technologies, including those set by Google's tools. Cookies may be used to enable basic site functionality, remember visitor preferences, collect usage data, and measure advertising performance.

You can control or disable cookies at any time through your browser settings. Please note that disabling cookies may affect certain features of the Site. For more information on managing cookies, visit your browser's help documentation.

## Shared Information

We may use other businesses to perform services for us, such as hosting and maintaining our Site. We provide information to those businesses only when necessary for them to perform their duties. We may also share information with government agencies or others when required or permitted by law.

This website is managed by an outside website management company on behalf of Murray Hill Pediatric Dentistry. That company may access website analytics only as needed to maintain the Site, and is not permitted to use your information for its own purposes.

We will not sell or share your personal information with unaffiliated third parties for their own marketing purposes.

## Third-Party Services & Linked Sites

Our Site is built on WordPress and links to the following third-party platforms, which collect information according to their own privacy policies:

NexHealth, BalanceCollect, Kips Bay Dentistry, Google Maps, Instagram, Facebook, and YouTube. No information is shared with these companies unless you click through to their sites.

Those sites may send their own cookies, collect data, or request personal information. We are not responsible for the privacy practices of other websites and cannot guarantee the security of information collected on those sites. We encourage you to read the privacy policy of any external site before using it.

## Health Information

This Privacy Policy covers information collected through our website. How Murray Hill Pediatric Dentistry uses and protects your child's health information as a patient is described in our HIPAA Notice of Privacy Practices, available **here.**

**This website is not a secure channel for health information.** Please do not send health information, medical records, insurance details, Social Security numbers, or other sensitive information through email or text links on the Site. To discuss your child's care, please call our office.

## Data Security

We take reasonable measures to protect information collected through our Site. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

If a data breach affects your personal information, we will notify affected individuals and the appropriate authorities as required by law.

## Data Retention

We keep information collected through the Site only as long as needed for the purposes described in this policy, unless a longer period is required by law. Aggregated analytics data that cannot identify you may be kept longer.

## Children's Privacy

Although Murray Hill Pediatric Dentistry provides dental care for children and adolescents, this Site is intended for use by parents and guardians. We do not knowingly collect personal information from children under 13 through the Site. Appointments and payments for children should be completed by a parent or guardian.

If you are a parent or guardian and believe your child has provided personal information through this website, please contact us so we can delete it.

## Contact Us

We reserve the right to make changes to this Privacy Policy. Any updates will be posted on this page with a revised "Last updated" date. If you have any questions or concerns about this Privacy Policy, please contact us at:

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