

Privacy Policy

Effective Date: 07/06/2026

Privacy Policy

At **Kouba Dermatology**, we are committed to protecting the privacy and security of our patients' personal information. This Privacy Policy explains what information we collect, how we use it, who we share it with, and your rights regarding your personal information.

By using our website, scheduling appointments, or communicating with us electronically, you agree to the practices described in this Privacy Policy.

Information We Collect

We may collect the following types of personal information:

- Full name
- Date of birth
- Mailing address
- Email address
- Phone number
- Insurance information
- Emergency contact information
- Medical history and health information provided by you
- Appointment scheduling information
- Payment and billing information
- Website usage information, including IP address, browser type, device information, cookies, and pages visited

How We Use Your Information

We use your personal information to:

- Schedule and manage appointments
- Provide healthcare services
- Maintain your medical records
- Process billing and insurance claims
- Respond to your inquiries and requests
- Send appointment reminders and practice-related communications



- Improve our website and patient experience
- Comply with legal and regulatory requirements

SMS Communications

If you choose to receive text messages from our practice, we may use SMS messaging for:

- Appointment reminders
- Appointment confirmations
- Care coordination
- Practice notifications
- Responses to patient inquiries

Message frequency may vary. Message and data rates may apply.

SMS consent is not shared with third parties or affiliates for marketing purposes.

How We Share Your Information

We may share your personal information only as necessary to operate our practice and provide healthcare services, including with:

- Healthcare providers involved in your care
- Insurance companies and billing services
- Laboratories and diagnostic facilities
- HIPAA-compliant technology and service providers
- Government agencies when required by law
- Other parties with your written authorization

We do **not** sell your personal information.

SMS consent is not shared with third parties or affiliates.

Cookies and Website Analytics

Our website may use cookies and similar technologies to:

- Improve website functionality
- Analyze website traffic
- Enhance user experience
- Maintain website security

You may disable cookies through your browser settings, although some website features may not function properly.

Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, disclosure, alteration, or destruction.

While we strive to protect your information, no method of electronic transmission or storage is completely secure.

Your Privacy Rights

Depending on applicable law, you may have the right to:

- Request access to your personal information
- Request corrections to inaccurate information
- Request restrictions on certain uses or disclosures
- Request confidential communications
- Request a copy of your records, where permitted
- Withdraw consent for communications when applicable

To exercise these rights, please contact us using the information below.

Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites. We encourage you to review their privacy policies before providing personal information.

Children's Privacy

Our website is not intended for children under the age of 13 without the involvement of a parent or legal guardian.

Changes to This Privacy Policy

We may update this Privacy Policy periodically. Any changes will be posted on this page with an updated Effective Date.

Contact Us



If you have questions about this Privacy Policy or our privacy practices, please contact:

Kouba Dermatology

Address: 7301 Secor Road, Lambertville, MI 48144

Phone: 419.479.5795