



## **Text Messaging Terms & Conditions**

*Last Updated: October 20, 2025*

These Terms & Conditions ("Terms") govern your participation in the text messaging program operated by Cardinal Family Dentistry ("we," "our," or "us"). By opting in to receive SMS or MMS messages from us, you agree to these Terms and our Privacy Policy. Please review them carefully.

### **1. Program Description**

By opting into our SMS/MMS service, you agree to receive texts related to our dental practice. These messages may include appointment confirmations and reminders, scheduling changes, follow-up notices, account notifications, billing updates, and occasional promotional or educational information about oral health and our services. Message frequency varies depending on your engagement with the practice, but you can expect to receive a limited number of messages relevant to your care (generally no more than a few per month). Message and data rates may apply; contact your wireless provider for details.

### **2. User Consent**

Your participation in our text messaging program requires prior opt-in. By providing your mobile number and opting in via our website, consent form, or a written authorization, you expressly consent to receive informational and, where applicable, marketing messages from Cardinal Family Dentistry. You acknowledge that you have read and agree to our Privacy Policy, which explains how we collect and use your personal information.

### **3. Opt-Out Instructions**

If you wish to stop receiving promotional text messages, you can opt out at any time by replying to any message with "STOP" or "UNSUBSCRIBE." Once we receive your request, we will promptly remove your number from our promotional messaging list. Opting out of promotional messages will not affect your receipt of essential communications such as appointment reminders or treatment information. To stop all SMS/MMS communications from our practice, reply with "STOP ALL" or contact us directly. We may send a final confirmation message to acknowledge your opt-out request. For assistance or support, reply "HELP" or contact us using the contact information below.

### **4. Message Types and Frequency**

We send texts that may include:

- Appointment confirmations and reminders
- Rescheduling or cancellation notices
- Treatment follow-up instructions
- Billing notices or insurance updates

- Practice updates, promotions, or educational tips (only with your consent)

Message frequency may vary based on your interaction with our practice but will remain within reasonable limits. You can expect no more than several messages per month unless you engage in ongoing conversations. Message and data rates may apply.

## **5. Costs**

We do not charge for the messages we send; however, standard messaging and data rates may apply depending on your wireless plan. Charges are billed by and payable to your mobile service provider. If you are unsure about the cost of SMS messages on your plan, please consult your carrier.

## **6. Customer Support**

If you have questions about our SMS program or require assistance, please reply “HELP” to any text message you receive, or contact us at:

- **Phone:** (919)-589-5001
- **Email:** [contact@cardinalfamilydentistry.com](mailto:contact@cardinalfamilydentistry.com)

We will respond as soon as reasonably possible to address your concerns.

## **7. Delivery and Reliability Disclaimer**

Delivery of SMS/MMS messages may be subject to transmission by your mobile carrier and is not guaranteed. Cardinal Family Dentistry is not responsible for delays, failures, or errors in message delivery. By participating in our SMS program, you acknowledge that our messages are provided on an “as-is” basis without warranties of any kind, and you accept any associated risks.

## **8. Data Security and Information Handling**

We are committed to protecting the security of your personal information. We implement industry-standard security measures to safeguard your data from unauthorized access, use, or disclosure. However, you are responsible for maintaining the confidentiality of your account information. You agree to promptly notify us of any unauthorized use of your account or security breach. While we take reasonable steps to protect your information, no method of transmission over the Internet or mobile networks is entirely secure.

## **9. Privacy**

Our use of your personal information is governed by our Privacy Policy. Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. We may share information with trusted service providers solely to facilitate message delivery and practice operations. For more information on how we collect, use, and safeguard your personal information, please review our Privacy Policy.

## 10. Amendments

We reserve the right to update or modify these Terms at any time. If we make changes, we will update the "Last Updated" date at the top of this page and may provide additional notice via SMS or through our website. Your continued participation in the SMS/MMS program after such changes constitutes your acceptance of the revised Terms.

## 11. Contact Information

If you have questions about these Terms or our SMS program, please contact us:

- **Practice Name:** Cardinal Family Dentistry
- **Address:** 1480 Chapel Ridge Road, Suite 250, Apex, NC 27502
- **Phone:** (919)-589-5001
- **Email:** [contact@cardinalfamilydentistry.com](mailto:contact@cardinalfamilydentistry.com)

By opting in to our text messaging program, you acknowledge that you have read, understood, and agree to these Terms & Conditions.