



Privacy Policy for SMS/MMS Communications

Last Updated: October 20, 2025

Introduction

Cardinal Family Dentistry ("we," "our," or "us") values your privacy and is committed to protecting your personal information. This Privacy Policy describes how we collect, use, share, and secure the information you provide when you interact with our dental practice through text messaging (SMS/MMS) and other channels. It also explains how you can exercise your rights, including opting out of receiving future text messages.

Information We Collect

We collect personal information directly from you when you request dental services, schedule appointments, or sign up to receive text messages from our practice. The types of information we collect may include your name, telephone number, email address, payment information, and any other details you voluntarily provide to us. We also collect data related to your interaction with our text messages, such as message delivery status and time stamps.

We gather this information when you:

- Complete a web, paper, or electronic form, such as a contact form or patient intake form.
- Provide information during a phone call or in-person visit.
- Opt in to receive appointment reminders, notifications, or promotional messages via SMS/MMS.

How We Use Your Information

We use your information to:

- Provide, maintain, and improve our dental services and practice operations.
- Process payments and manage billing and insurance claims.
- Send you informational messages, such as appointment reminders, confirmations, post-treatment check-ins, or account notifications.
- Send promotional or marketing messages (only with your prior consent).
- Respond to your inquiries and customer service requests.
- Comply with legal obligations and protect our rights.

Your information may be shared with trusted third-party service providers solely for the purpose of operating our business (e.g., appointment reminder platforms, SMS messaging gateways, payment processors). We do not sell, rent, or share your personal data with third parties for marketing purposes. Our service providers are contractually obligated to keep your information secure and use it only as needed to perform services on our behalf.

Consent to SMS/MMS Communications

By opting in to receive text messages from Cardinal Family Dentistry, you acknowledge and agree that we may send you informational and, where permitted, promotional text messages. Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. Opt-in data and consent will not be shared with any third parties except as required by law or necessary to deliver services. By providing your phone number and opting in, you consent to the collection and use of your personal information as described in this policy.

Sharing and Disclosure

We do not sell or share your SMS opt-in data with third parties for their marketing purposes. We may share your information with trusted service providers who help us deliver dental and communication services (e.g., SMS gateway providers, phone carriers, customer support platforms). These vendors are contractually required to maintain the confidentiality and security of your information. We may also disclose your information to comply with legal obligations, protect our rights or property, enforce agreements, or respond to valid requests from law enforcement or regulatory authorities.

Opt-Out Instructions

You may opt out of receiving future promotional text messages at any time. To stop receiving text messages, reply with any of the following keywords: "STOP," "QUIT," "END," "REVOKE," "OPT OUT," "CANCEL," or "UNSUBSCRIBE." Once we receive your opt-out request, we will promptly remove your phone number from our messaging list. Opting out of promotional messages will not affect your ability to receive important, service-related communications, such as appointment reminders.

If you wish to opt out of all text messaging from our practice, please contact us using the information listed below. Once we process your request, you will no longer receive any texts from us.

Data Security

We implement reasonable technical and organizational measures to safeguard your personal information. Our security practices include encryption, secure servers, access controls, and continuous monitoring to protect data from unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the Internet or mobile networks is completely secure; therefore, while we strive to protect your information, we cannot guarantee absolute security. You are responsible for safeguarding any passwords or account credentials associated with our services.

Data Retention

We retain your personal information only as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law and regulatory obligations. If you request deletion of

your personal information, we will remove it from our systems except for data we are legally permitted or required to retain.

Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. When we make changes, we will update the “Last Updated” date at the top of the policy. In cases of material changes, we may provide a more prominent notice (such as sending a text message or posting a notice on our website). Your continued use of our services after such changes constitutes your acceptance of the updated policy.

Contact Us

If you have questions about this Privacy Policy, wish to update or correct your information, or want to opt out of all SMS communications, 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

By using our services and opting in to SMS/MMS communications, you acknowledge that you have read and understood this Privacy Policy and agree to our collection, use, and disclosure of your information as described herein.