



Website Privacy Policy

Last Updated: February 16, 2026

1. Information We Collect

We collect information to provide a better experience for our patients and website visitors:

- **Voluntary Information:** Name, email address, phone number, and any details you provide via our "Contact Us" or "Request an Appointment" forms.
- **Automatic Information:** Your IP address, browser type, and how you interact with our site (collected via cookies and analytics).

2. How We Use Your Information

We use the information we collect to:

- Schedule and confirm dental appointments.
- Respond to your inquiries or feedback.
- Improve our website functionality and user experience.
- Send occasional marketing communications (if you have opted in).

3. Cookies and Tracking

We use cookies to remember your preferences and analyze site traffic. You can choose to disable cookies through your browser settings, though some features of the site may not function properly as a result.

4. Third-Party Sharing

We **do not sell** your personal information. We only share data with trusted third parties who assist us in operating our website or conducting our business (e.g., your dental insurance provider or our secure appointment software), provided those parties agree to keep this information confidential.

5. Data Security

We implement a variety of security measures to maintain the safety of your personal information. When you submit sensitive information via the website (such as health history), that information is encrypted and transmitted to us in a secure way.

6. SMS/Text Messaging (Optional)

If you provide your mobile number, you agree to receive appointment reminders and updates via SMS. You can opt out at any time by replying "STOP". Your mobile data will not be shared with third parties for marketing purposes.

7. Contact Us

If there are any questions regarding this privacy policy, you may contact us using the information below:

PH: 810-626-5662 e-Mail: brightdentalmi@gmail.com

Address: 9880 E. Grand River Suite 125, Brighton, MI 48116