

## **Privacy Policy, Terms of Service, and Messaging Disclosures**

Your privacy is critically important to us. Frazier Orthodontics is a healthcare provider and a covered entity under the Health Insurance Portability and Accountability Act (HIPAA), regulated by the U.S. Department of Health and Human Services.

Health information created or maintained in connection with your care is governed by our Notice of Privacy Practices (NPP). Our Notice of Privacy Practices explains how we use and disclose Protected Health Information (PHI), your rights regarding your health information, and additional federal protections that became effective February 16, 2026, including protections related to Substance Use Disorder (SUD) records and lawful reproductive health care. If there is any conflict between this policy and our Notice of Privacy Practices, the Notice of Privacy Practices controls with respect to PHI.

As such, we have a few fundamental principles:

1. We don't ask for personal information unless we truly need it.
2. We don't sell or rent your personal information or Protected Health Information.
3. We don't share your information except as permitted by law, for healthcare operations, or to protect rights and safety.
4. We use reasonable administrative, physical, and technical safeguards to protect your information.

### **Website Visitors**

Like most website operators, we collect non-personally-identifying information such as browser type, language preference, referring site, pages visited, and visit timestamps to better understand how visitors use our website and improve functionality.

### **Gathering of Personally-Identifying Information**

We collect personally-identifying information only as necessary to fulfill the purpose of the visitor's interaction with our website or office, such as responding to inquiries or scheduling appointments. Visitors may refuse to supply such information, though it may limit their use of certain features.

If you submit health-related information through online forms, email, text messaging, or other electronic communications, that information may constitute Protected Health Information and will be handled in accordance with HIPAA and our Notice of Privacy Practices.

### **2026 Federal Privacy Protections**

In accordance with federal regulations effective February 16, 2026:

- We will not use or disclose Protected Health Information for the purpose of

investigating or prosecuting individuals for seeking, obtaining, providing, or facilitating lawful reproductive health care.

- Substance Use Disorder records protected under federal law receive heightened confidentiality protections and may not be used or disclosed in civil, criminal, administrative, or legislative proceedings without specific written consent or a court order.
- Certain law enforcement or governmental requests require a signed attestation before disclosure is permitted.

These protections are described more fully in our Notice of Privacy Practices.

### **Protection of Certain Personally-Identifying Information**

We disclose personally-identifying information and Protected Health Information only to employees, contractors, and affiliated organizations that need access to process information on our behalf. Vendors that handle Protected Health Information are required to comply with HIPAA and maintain appropriate safeguards.

We may disclose information when required to do so by law, to comply with legal processes, or to protect the rights, property, or safety of Frazier Orthodontics, our patients, or others.

### **Mobile Messaging Privacy**

Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. All categories above exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Text messages may include information related to your care and may constitute Protected Health Information. While we take reasonable steps to protect your information, text messaging is not always a secure form of communication. By opting in, you acknowledge and accept this risk. You may request alternative communication methods at any time.

Consent to receive text messages is not a condition of treatment or purchase.

### **Opt-Out Instructions**

If you wish to be removed from receiving future communications, you can opt out by texting STOP. You may also reply HELP for customer support or contact us at [info@frazierortho.com](mailto:info@frazierortho.com).

### **Cookies**

We use cookies and similar technologies to understand user behavior, improve website performance, and enhance user experience. Cookies can be disabled through your browser settings. We do not use website tracking tools to intentionally collect or transmit Protected Health Information.

### **Data Retention**

We retain personal information and Protected Health Information as required to

provide services, comply with healthcare record retention laws, meet regulatory obligations, resolve disputes, and enforce agreements.

### **Privacy Policy Changes**

This Privacy Policy may change from time to time. We encourage visitors to frequently check this page. Continued use of this site after any change will constitute your acceptance of such change.

### **Messaging Terms & Conditions**

By opting in, you agree to receive informational messages from Frazier Orthodontics, including:

- Appointment reminders
- Account updates
- General office communications
- Promotional or marketing content

Message frequency varies. Message and data rates may apply.

- To opt out, text STOP
- For help, text HELP or email us at [info@frazierortho.com](mailto:info@frazierortho.com)

### **Consent Language for Webforms**

Every form that collects a phone number on our website includes an opt-in checkbox that users must manually select. Opt-in is not required to submit the form.

### **Example Opt-In Text:**

“I consent to receive text messages from Frazier Orthodontics. Message frequency varies. Msg & data rates may apply. Message types may include marketing, patient care, and/or conversational messages. Reply STOP to opt-out. Reply HELP for help. View our Privacy Policy and Terms of Service.”

Effective Date: February 16, 2026

## DMCA Notice

Frazier Orthodontics respects the intellectual property rights of others and asks that everyone using our services do the same. If you believe that your copyrighted work has been reproduced on our website without authorization, you may notify our legal department in accordance with Title 17, United States Code, Section 512(c)(2) by providing the following information:

1. Identification of the copyrighted work that you claim has been infringed.
2. The URL or specific location on our website where the infringing material is found.
3. Your contact details, including address, telephone number, and email.
4. A statement under penalty of perjury that:
  - o You have a good-faith belief that the material's use is unauthorized.
  - o The information in your notice is accurate, and you are the copyright owner or authorized to act on their behalf.
5. Your electronic or physical signature.

Upon receiving a properly drafted notice, we will promptly remove or disable access to the infringing material. False claims may result in legal consequences, including court costs and attorney's fees.

For more information about the DMCA, visit: U.S. Copyright Office.

Notices of copyright infringement claims should be sent to:

By Mail:

Frazier Orthodontics  
1340 South Hwy 14  
Simpsonville, SC 29681

By Email: [info@frazierortho.com](mailto:info@frazierortho.com)

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