

## Privacy Policy

Last Updated: 02/06/2026

Thank you for visiting Big City Dental (“we,” “us,” “our”). We are committed to respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard personal information that you provide through our website (bigcitydental.com). By using our website, you agree to the terms of this Privacy Policy. This does not cover text messaging terms.

### 1. No Collection of Protected Health Information (PHI)

Our website is not intended for the collection, transmission, or storage of Protected Health Information (PHI) as defined by the Health Insurance Portability and Accountability Act (HIPAA).

- **Do Not Submit Sensitive Medical Information:** Please do not include any detailed health or treatment information in contact forms, chat messages, or other communications through our site. If you need to discuss private medical details, contact us by phone or visit our office, where we can ensure proper privacy and compliance measures.
- **No HIPAA Compliance:** We do not maintain the administrative, physical, or technical safeguards required for HIPAA compliance. Any information voluntarily submitted that could be considered PHI is done at your own risk, and we disclaim responsibility or liability for such submissions.

### 2. Information We Collect

#### 2.1 Personal Information You Provide

- **Contact Details:** Name, email address, phone number, and other details you provide when filling out forms or using our chat widget.
- **Other Information:** If you choose to provide additional details (e.g., reason for contact), please ensure it does not include sensitive health data.

#### 2.2 Automatically Collected Information

- **IP Address & Device Details:** Non-personal information such as your IP address, browser type, operating system, and pages visited.
- **Cookies & Similar Technologies:** We use cookies, beacons, and other tracking tools (like Google Analytics) to understand how you use our website and to improve functionality.

## 2.3 Call Tracking

- **Website Phone Numbers:** We may use a unique phone number on our website to track which page you were on when you called us. This helps us understand how our site performs.

## 3. Session Replay & Analytics

- **Session Replay Tools (e.g., Posthog):** We use session replay tools to record your interactions with our website (e.g., mouse clicks, scrolling) to better understand user behavior and improve site usability. These recordings do not intentionally capture sensitive data like passwords or payment details, and we configure these tools to protect your privacy. Depending on your browser settings or extensions, you may opt out or block these tools.
- **Analytics (e.g., Google Analytics):** We use analytics platforms to collect information about your use of our website, such as the pages you visit, the links you click, and other actions. This data helps us analyze website traffic and improve our services.

## 4. Information Usage

We may use the information we collect to:

- **Respond to Inquiries:** Schedule or confirm appointments, answer questions, or provide requested information about our dental services (in a non-PHI context).
- **Send Updates & Promotions:** If you opt in, we may send newsletters, promotions, or offers. You can unsubscribe at any time.
- **Analyze Website Performance:** Use data from session replay and analytics tools to enhance user experience and website performance.
- **Text Messaging Exclusion:** All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties, excluding aggregators and providers of the Text Message services.

### 4.1 SMS Marketing Consent and Data Usage

**Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes.** Exceptions include text messaging originator opt-in data and consent; this information will not be shared with third parties.

We are committed to protecting your privacy in all communications, including SMS marketing. Your mobile information and consent data will not be transferred or shared between organizations unless explicitly stated in this policy.

## 4.2 SMS Opt-Out Instructions

**To stop receiving future communications, you can opt out by texting STOP, QUIT, END, REVOKE, OPT OUT, CANCEL, or UNSUBSCRIBE.**

We acknowledge your right to opt out of messaging campaigns at any time. When you opt out, you will no longer receive SMS communications from us. You may re-subscribe at any time by contacting us directly.

**Note:** If online platforms are used, your Privacy Policy, Practices, and Procedures must include these SMS disclosures and functions. Failure to comply may result in registration rejection.

## 5. Third-Party Services & Hosting

- **Hosting on Netlify:** Our website is hosted on Netlify, which may collect server logs (e.g., IP addresses, timestamps) for security and operations. For more details, see [Netlify's Privacy Policy](#).
- **GoHighLevel:** Our forms and chat widgets may be powered by GoHighLevel. For more information on how they handle data, visit [GoHighLevel's Privacy Policy](#).
- **Google Analytics:** We use Google Analytics to track website usage and improve user experience. For more information, visit [Google's Privacy & Terms](#).
- **Posthog:** We may use Posthog for session replay and analytics. Learn more at [Posthog's Privacy Policy](#).

These service providers operate under their own privacy policies and process your data according to their internal practices and any contractual obligations they have with us.

## 6. Data Sharing & Disclosure

We do not sell or rent your personal information. We may share limited data in the following cases:

- **Service Providers:** With trusted third-party vendors who perform services on our behalf (e.g., analytics, hosting).
- **Legal Requirements:** If required by law, court order, or to protect our rights, property, or safety.

- **Business Transfers:** In connection with a merger, sale, or transfer of our business assets.

## 7. Children's Privacy

Our website is not directed to children under 13, and we do not knowingly collect personal information from them. If you believe your child has submitted personal information without parental consent, please contact us so we can remove it.

## 8. Security Measures

We take commercially reasonable steps to protect the personal (non-medical) information submitted through our site. However, no website or electronic system is completely secure. We cannot guarantee absolute security of your information, especially if you choose to submit sensitive data (which we discourage).

## 9. Your Choices

- **Opt-Out of Communications:** You can unsubscribe from marketing emails or texts at any time by following the instructions in those messages.
- **Disable Cookies:** Most browsers allow you to manage or block cookies. Disabling cookies may affect certain website features.
- **Do Not Submit PHI:** Please do not send any sensitive health information through our site.

## 10. Changes to This Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time. The updated version will be indicated by the "Last Updated" date at the top of this page. Your continued use of our website after we post any changes signifies your acceptance of Treasures acceptance of those changes.

## 11. Contact Us

If you have questions about this Privacy Policy, please contact us at:

Big City Dental

3712 N Southport Ave, Chicago, IL 60613

Phone: 773-281-8989

Email: [info@bigcitydental.com](mailto:info@bigcitydental.com)

We appreciate your feedback and will make every effort to address any concerns promptly.

**Disclaimer**

This Privacy Policy is provided for general informational purposes and does not constitute legal advice. For specific guidance about compliance with privacy regulations or HIPAA, consult a qualified attorney or privacy professional.