

Privacy Policy for Evelina Smiles

Effective Date: July 1, 2026 **Last Updated:** June 17, 2026

This Privacy Policy describes how Evelina Smiles ("we," "us," or "our") collects, uses, and shares information about visitors to our website at EvelinaSmiles.com and through related online services (collectively, the "Website").

Important: This Policy Covers Our Website, Not Your Medical Records

Evelina Smiles is a dental practice and a "covered entity" under the Health Insurance Portability and Accountability Act (HIPAA). **Protected health information that we collect or create as your dental care provider — including your dental records, treatment history, and information you provide in the course of care — is governed by our separate Notice of Privacy Practices, not by this Privacy Policy.** A copy of our Notice of Privacy Practices is available at our office and on our website.

This Privacy Policy applies only to information collected through general use of our Website (for example, browsing our pages, submitting a contact or appointment-request form, or interacting with our online features).

Information We Collect

Depending on how you use our Website, we may collect the following:

- **Contact information** — your name, email address, phone number, and mailing address, when you provide them through a form or communication.
- **Appointment and inquiry information** — information you choose to submit when requesting an appointment or asking a question, such as the reason for your visit. We treat information of this kind with heightened care; see "How We Protect Sensitive Information" below.
- **Payment information** — we use Stripe, a third-party payment processor, to handle online payments. Stripe collects and processes your payment card and billing details directly. We do not store full payment card numbers on our systems.
- **Device and usage information** — information your browser or device automatically provides, such as IP address, browser type, operating system, pages viewed, and approximate location derived from your IP address.
- **Cookies and similar technologies** — small data files used to operate the Website and, with your consent, to measure traffic and support advertising. See "Cookies, Analytics, and Advertising" below.

How We Use Your Information

We use the information we collect to:

- Operate, maintain, and improve our Website;

- Respond to your appointment requests, questions, and customer-service inquiries;
- Communicate with you about appointments, billing, and practice updates, including by email, phone call, or text message where you have provided that contact information;
- Process payments through our payment processor;
- Understand how visitors use our Website so we can improve it;
- Detect, investigate, and help prevent fraud, abuse, and security incidents; and
- Comply with our legal obligations.

Phone and text communications. If you provide a phone number, we may contact you by call or text message regarding appointments, reminders, billing, and practice communications. Message and data rates may apply. You may opt out of text messages at any time by replying STOP, and you may ask us to stop calling at any time.

Marketing communications. If we send you promotional emails about services or events, every message will include an unsubscribe link. Opting out of marketing does not stop transactional or appointment-related messages.

Cookies, Analytics, and Advertising

Our Website uses cookies and similar technologies. Cookies that are strictly necessary to operate the Website are always active. Analytics and advertising technologies are activated only after you provide consent through our cookie banner, where required.

When enabled, we may use:

- **Google Analytics** — to understand website traffic and usage;
- **Google Ads** — for advertising and remarketing; and
- **Meta (Facebook) Pixel** — for advertising measurement and optimization.

These services are provided by third parties that operate under their own privacy policies. To protect sensitive information, we limit the use of analytics and advertising technologies and do not knowingly deploy them in a way designed to capture the specific health reasons for a visit. You can manage your preferences at any time through our cookie banner and through your browser settings.

Your browser controls. We honor recognized opt-out signals, including the Global Privacy Control (GPC), as a request to opt out of non-essential cookies and similar technologies where applicable law requires.

How We Protect Sensitive Information

We recognize that information submitted to a dental practice can be sensitive. We take measures intended to keep information you provide through appointment and contact forms separate from advertising and analytics technologies, and we limit access to that information to staff who need it to respond to you.

How We Share Information

We do not sell your personal information. We share information only:

- With service providers who perform functions on our behalf (such as website hosting, payment processing, email, and scheduling), under agreements that limit their use of the information;
- With analytics and advertising providers as described above, subject to your consent;
- When required by law, regulation, legal process, or governmental request; and
- To protect the rights, safety, and property of Evelina Smiles, our patients, or others.

Your Choices and Rights

Regardless of where you live, you may:

- **Access or correct** the contact information you have provided to us;
- **Request deletion** of information collected through the Website, subject to records we are required to retain by law;
- **Opt out of marketing** emails using the unsubscribe link, or text messages by replying STOP; and
- **Manage cookies** through our cookie banner and your browser settings.

Some states grant residents additional rights regarding their personal information, including rights to access, delete, correct, and opt out of targeted advertising or the "sale" or "sharing" of personal information. If you are a resident of a state that provides these rights, you may exercise them by contacting us using the information below, and we will respond as required by applicable law. We will not discriminate against you for exercising any of these rights.

To make any request, contact us at info@EvelinaSmiles.com.

Children's Privacy

Our Website is not directed to children under 13, and we do not knowingly collect personal information from children under 13 through the Website. (Information about minor patients that we collect as their dental provider is handled under HIPAA and our Notice of Privacy Practices, not this policy.) If you believe a child has provided us information through the Website, please contact us so we can remove it.

Data Retention

We retain information collected through the Website for as long as necessary to fulfill the purposes described in this policy, unless a longer retention period is required or permitted by law. When we no longer need it, we securely delete or anonymize it. Dental and patient records are retained separately in accordance with HIPAA and South Carolina law.

Data Security

We use reasonable technical and organizational measures designed to protect information against unauthorized access, alteration, disclosure, or destruction. No method of transmission over the Internet or electronic storage is completely secure, and we cannot guarantee absolute security.

In the Event of a Data Breach

If a security incident affects your personal information, we will notify you and the appropriate authorities as required by HIPAA, South Carolina's data breach notification law, and any other applicable law.

Third-Party Links

Our Website may link to third-party websites or services that we do not control. This policy does not apply to those sites, and we encourage you to review their privacy policies.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will revise the "Last Updated" date above and, for material changes, provide a more prominent notice. We encourage you to review this policy periodically.

Contact Us

If you have questions or requests regarding this Privacy Policy, please contact us:

- **Email:** info@EvelinaSmiles.com
- **Mail:** Evelina Smiles, 304 Milacron Dr, Fountain Inn, SC 29644