

SMS Privacy Policy for Chapel Hill Pediatric Dentistry (Updated 9/25/2025)

At Chapel Hill Pediatric Dentistry (CHPD), we value your privacy and are committed to protecting your personal information. This SMS privacy policy outlines how we collect, use, and protect your data when communicating with you through text messages.

- 1. Consent to Receive SMS Messages-** By providing us with your mobile number, you consent to receive SMS communications from CHPD. These messages may include appointment reminders, appointment confirmations, treatment notifications, office updates, promotions, and other relevant information related to your dental care.
- 2. Type of Information Collected -** When you engage with us through SMS, we may collect the following information:
 - Your phone number
 - Appointment details (e.g., date, time)
 - Medical and treatment-related information (as necessary for appointment scheduling and reminders)
 - Your preferences for receiving notifications
- 3. How We Use Your Information -** We use the information you provide to:
 - Send appointment reminders and confirmations
 - Communicate important updates regarding your treatment
 - Inform you about practice promotions or offers
 - Respond to your inquiries or requests
- 4. Opt-Out and Communication Preferences -** You have the right to opt out of receiving SMS messages from CHPD at any time. To stop receiving text messages, simply reply with “STOP” to any of our messages. If you wish to modify your communication preferences contact us directly at 919-929-0489.
- 5. Data Security -** We take the privacy and security of your information seriously. All personal information shared via SMS is stored securely and only accessible to authorized staff members. We do not share or sell your data to third parties without your explicit consent. Patient information is not shared with third parties for marketing purposes.
- 6. Compliance with Regulations-** CHPD complies with all applicable laws and regulations regarding the use of SMS messaging, including HIPAA (Health Insurance Portability and Accountability Act), ensuring that your health information is handled with the utmost confidentiality.
- 7. Changes to This Policy-** We may update this SMS Privacy Policy periodically. We will post the date our notice was last updated at the top of this privacy notice. If you have any questions or concerns about our SMS privacy practices, please contact us at 919-929-0489.

SMS Terms and Conditions for Chapel Hill Pediatric Dentistry (Updated 9/25/2025)

By opting in to receive SMS communications from CHPD, you agree to the following terms and conditions governing the use of our SMS service. Please read these terms carefully before consenting to receive text messages from us.

- 1. Consent to Receive SMS Messages** - By providing your mobile phone number to CHPD, you consent to receive SMS communications regarding your dental appointments, treatment reminders, promotions, practice updates, and other relevant information. You agree to receive text messages sent by or on behalf of CHPD for these purposes
- 2. Types of Messages** - You may receive various types of messages, including, but not limited to:
 - Appointment reminders: Notifications about upcoming appointments, cancellations, or changes.
 - Treatment updates: Messages related to your dental care, procedures, or follow-up instructions.
 - General practice notifications: Announcements about office hours, new services, or policies.
 - Promotional messages: Special offers, discounts, or other marketing materials related to our services.
- 3. Message Frequency** - The frequency of SMS messages may vary depending on your interaction with CHPD. You may receive multiple messages per week or less frequently based on your appointments or engagement with our services.
- 4. Opting Out** - You can opt-out of receiving SMS messages at any time by replying "STOP" to any SMS message from us. After opting out, you will no longer receive SMS communications unless you opt-in again by providing your phone number and consent. Please note that opting out of promotional messages may not prevent you from receiving important messages related to your appointments or treatment.
- 5. Help and Support**- If you have questions or need assistance with our SMS service, you can reply call us at 919-929-0489 or email us at chdds@bigsmiles4kids.com.
- 6. Message and Data Rates** -Standard message and data rates from your mobile carrier may apply to the receipt of SMS messages. CHPD is not responsible for any charges or fees incurred by you from your mobile carrier in relation to receiving SMS communications.
- 7. Privacy and Security** - We are committed to protecting your privacy. Any personal information collected through SMS communications is stored securely in accordance with our Privacy Policy. We will not share your phone number or other

personal details with third parties except as required by law or with your explicit consent.

8. **No Guarantee of Delivery-** While we strive to ensure the delivery of all SMS messages, we cannot guarantee that messages will be delivered to your device due to factors such as network issues, device settings, or other technical limitations. We are not liable for any missed or undelivered messages.
9. **Changes to Terms-** CHPD reserves the right to modify these Terms and Conditions at any time. We will post the date our Terms and Conditions were last updated at the top of this notice.
10. **Compliance with Laws-** CHPD complies with all applicable laws and regulations related to SMS communication, including but not limited to the Telephone Consumer Protection Act (TCPA) and the Health Insurance Portability and Accountability Act (HIPAA) where applicable, ensuring that your personal and health-related information is protected.
11. **Contact Information-** If you have any questions or concerns regarding these Terms and Conditions or our SMS services, please contact us at:
 - Phone: (919) 929-0489
 - Email: chdds@bigsmiles4kids.com