

## Privacy Policy

Effective Date: January 2, 2026

South Shore Dentistry (“we,” “us,” “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, interact with us, or opt in to receive communications from us, including SMS/text messages and email.

### Information We Collect

We may collect personal information that you voluntarily provide to us, including but not limited to:

- Name
- Phone number
- Email address
- Mailing address
- Insurance information (if provided)
- Any other information you submit through forms, scheduling tools, or communications

When you opt in to receive SMS/text messages, we collect:

- Your phone number
- Your consent to receive SMS/text messages
- Message interaction data (such as replies, opt-outs, or delivery status)

We may also automatically collect certain information when you visit our website, including:

- IP address
- Browser type
- Device information
- Pages visited and time spent on the site
- Referring website

### How We Use Your Information

We may use your information to:

- Schedule and confirm appointments
- Communicate with you about your care
- Send administrative messages (appointment reminders, updates, etc.)
- Send marketing or promotional communications (if you have opted in)
- Respond to inquiries or customer service requests
- Improve our website, services, and patient experience
- Comply with legal and regulatory requirements

### SMS/Text Messaging

By providing your phone number and opting in, you consent to receive SMS/text messages from South Shore Dentistry. These may include:

- Appointment reminders
- Follow-up messages
- Practice updates
- Promotional or marketing messages (if applicable)

Message frequency may vary. Message and data rates may apply.

You can opt out at any time by replying “STOP” to any message. You may also reply “HELP” for assistance.

We do not share your phone number or SMS opt-in information with third parties for marketing purposes.

#### Email Communications

If you provide your email address, you may receive emails related to your appointments, treatment, or marketing communications (if you have opted in).

You can unsubscribe from marketing emails at any time by clicking the “unsubscribe” link in the email or contacting us directly.

#### Sharing Your Information

We do not sell or rent your personal information.

We may share your information with:

- Service providers who assist with operations (such as scheduling systems, CRM platforms, or communication tools)
- Healthcare-related partners as necessary for treatment, payment, or operations
- Legal or regulatory authorities if required by law

All third-party service providers are expected to maintain the confidentiality and security of your information.

#### Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, use, or disclosure.

However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

#### HIPAA and Health Information

If you provide health-related information, it may be protected under applicable healthcare privacy laws, including HIPAA. We handle protected health information (PHI) in accordance with those regulations where applicable.

## Your Rights

Depending on your location, you may have the right to:

- Access the personal information we hold about you
- Request corrections to your information
- Request deletion of your information (subject to legal obligations)
- Withdraw consent for communications at any time

To exercise these rights, please contact us using the information below.

## Cookies and Tracking Technologies

Our website may use cookies and similar tracking technologies to enhance user experience, analyze website performance, and support marketing efforts.

You can adjust your browser settings to refuse cookies; however, some parts of the site may not function properly.

## Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites.

## Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

## Contact Us

If you have questions or concerns about this Privacy Policy or our practices, please contact us at:

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696 Main Street  
South Weymouth, MA 02190  
Phone: (781) 331-3030  
Email: [officemanager@SouthShoreDentistry.com](mailto:officemanager@SouthShoreDentistry.com)