

At Dental Care SF, we prioritize your privacy and are committed to protecting your personal information. This policy explains how we collect, use, and safeguard your data when communicating with you through SMS. By opting in to our SMS service, you accept the terms outlined below.

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## **1. Your Consent**

When you provide your mobile phone number, you consent to receive SMS messages from Dental Care SF. These messages may include information about:

- Dental appointments.
- Treatment reminders and follow-ups.
- Practice updates or relevant notifications.
- Promotions or special offers related to our services.

By opting in, you authorize Dental Care SF to communicate with you via SMS for these purposes.

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## **2. Types of Messages**

Messages you may receive include:

- Appointment reminders: Notifications about scheduled, rescheduled, or canceled appointments.
- Treatment updates: Information regarding your dental care, procedures, and aftercare.
- Practice announcements: Alerts about changes in office hours, new services, or policy updates.
- Promotional offers: Discounts or special deals related to our dental services.

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## **3. Message Frequency**

The number of messages you receive may vary depending on your engagement with our services. For instance:

- Appointment reminders may occur before each visit.
- Promotional offers are occasional.
- Other notifications are sent as needed.

Expect anywhere from a few messages weekly to less frequent updates.

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#### **4. Opting Out of SMS**

You can opt out of receiving SMS messages at any time.

Reply “STOP” to any SMS from us.

Once opted out, you won’t receive further communications unless you opt-in again by providing your number and consent.

*Note: Opting out of promotional messages does not block critical updates about your appointments or treatments.*

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#### **5. Help and Support**

For assistance with SMS services:

- Reply “HELP” to any SMS.

Contact us at:

- Phone: (415) 564-8330
- Email: [contact@dentalsf.com](mailto:contact@dentalsf.com)

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#### **6. Message and Data Rates**

Standard message and data rates from your mobile carrier may apply. Dental Care SF is not responsible for charges from your carrier related to SMS services.

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#### **7. Privacy and Security**

We take your privacy seriously. All personal information collected through SMS is securely stored in compliance with our Privacy Policy.

We will not share your phone number or personal data with third parties unless required by law or with your explicit consent.

For more on how we protect your information, refer to our Privacy Policy.

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## **8. Delivery of Messages**

While we aim to deliver all messages promptly, we cannot guarantee successful delivery due to factors like:

- Network issues.
- Device compatibility or settings.
- Technical limitations.
- We are not liable for missed or undelivered messages.

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## **9. Updates to This Policy**

We reserve the right to update this SMS Privacy Policy. Any changes will be reflected in the latest version, which can be accessed on our website.

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## **10. Compliance with Laws**

Dental Care SF complies with all applicable laws, including:

- Telephone Consumer Protection Act (TCPA): Governs consent and opt-out procedures.
- Health Insurance Portability and Accountability Act (HIPAA): Ensures the protection of your health-related data.

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## **11. Contact Information**

For questions or concerns about this policy or our SMS services, contact us:

- Phone: (415) 564-8330
- Email: [contact@dentalsf.com](mailto:contact@dentalsf.com)

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Thank you for choosing Dental Care SF. We're dedicated to ensuring a smooth and secure communication experience!