

Privacy Policy for Alpha Dental Excellence

Last updated: December 30, 2024

This Privacy Policy describes our policies and procedures on the collection, use, and disclosure of your information when you use our services ("Service") and informs you of your privacy rights and how the law protects you. By using our Service, you agree to the collection and use of information in accordance with this Privacy Policy.

Interpretation and Definitions

Interpretation

Words with initial capital letters have meanings defined under the following conditions. These definitions apply regardless of whether they appear in singular or plural form.

Definitions

- **Account:** A unique account created for you to access our Service or parts of it.
 - **Company** ("We," "Us," "Our"): Refers to Alpha Dental Excellence at 240 Middletown Blvd, Langhorne, PA 19047
 - **Cookies:** Small files placed on your computer, mobile device, or other device by a website, containing details of your browsing history and preferences.
 - **Personal Data:** Any information that relates to an identified or identifiable individual.
 - **Service:** Refers to the website or communications provided by Alpha Dental Excellence.
 - **Service Provider:** Any person or entity that processes data on behalf of the Company.
 - **You:** Refers to the individual accessing the Service or using it on behalf of a company or other legal entity.
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Collection of Personal Data

Types of Data Collected

Personal Data: We may collect and process the following personal information:

- Name
- Email address
- Phone number
- Physical address (e.g., street, city, ZIP/postal code)
- Usage data (e.g., time spent on the site, browser type, etc.)

Consent for Communication: By providing your phone number or email, you consent to receive messages, including appointment reminders, marketing updates, and customer service communications. You can opt out at any time by contacting us.

Usage Data: Usage Data is collected automatically when using our Service. This may include:

- Your device's IP address
 - Browser type/version
 - Pages visited and time spent on them
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A2P Messaging Compliance

To comply with Application-to-Person (A2P) messaging regulations, we ensure the following:

1. Transparency:

- All automated communications will clearly identify Alpha Dental Excellence as the sender.
- Messages will include details about their purpose (e.g., appointment reminders, promotional offers).

2. Consent:

- We obtain explicit consent before sending any automated text messages or emails. You can withdraw consent at any time by replying "STOP" to text messages or by contacting us directly.

3. Opt-Out Mechanism:

- You can opt out of receiving marketing communications by:
 - Clicking "unsubscribe" in email communications.
 - Replying "STOP" to SMS communications.
 - Contacting us directly at the information provided below.

4. Rate Limits and Respect:

- We limit the frequency of marketing messages to ensure they are not disruptive or excessive.

5. Data Security:

- Your data will not be shared with unauthorized third parties or used for purposes outside the scope of consent.
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Use of Personal Data

We may use your Personal Data for the following purposes:

- To provide and maintain the Service
 - To contact you via SMS, email, or other electronic methods for appointment reminders, follow-ups, or marketing purposes (with your consent)
 - To analyze and improve our Service
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Data Retention and Deletion

We retain your Personal Data only for as long as necessary to fulfill the purposes outlined in this policy or as required by law. You may request data deletion at any time by contacting us.

Children's Privacy

Our services are not intended for children under the age of 13. If you believe your child has provided us with Personal Data, please contact us immediately.

Changes to this Privacy Policy

We may update this Privacy Policy periodically. Any updates will be posted here, and significant changes will be communicated via email or notices on our website.

Contact Us

If you have any questions about this Privacy Policy or wish to update, delete, or modify your consent preferences, please contact us:

- **Email:** support@valuedrivenads.com,
- **Phone:** (757) 499-9639