

Ocala Dental Care Privacy Policy

Effective Date: July 4, 2025

Ocala Dental Care (“we,” “us,” or “our”) is committed to protecting your privacy and the confidentiality of your personal information. This Privacy Policy outlines how we collect, use, disclose, and protect your information when you interact with our website or services.

1. Information We Collect

You may visit our website without providing personal details. However, to request an appointment, ask a question, or receive additional services, we may ask you for information such as:

- Name
- Email address
- Phone number
- Dental service interests

2. How We Use Your Information

We use the information you provide for the following purposes:

- To respond to inquiries and service requests
- To book or confirm appointments
- To match you with third-party financing partners (see below)
- To improve our website and service offerings

3. SmileFi Financing Assessment

If you request information about dental treatment and indicate interest in financing options, your information may be securely shared with our trusted financing assessment partner, **SmileFi**.

What this means for you:

- Basic contact details and relevant information may be submitted to SmileFi to help assess your potential eligibility for dental financing
- This is *not* a formal loan application or pre-approval, and does **not** impact your credit score
- You may be contacted by our team based on this assessment to discuss next steps
- You are under no obligation to move forward with financing or treatment

We do not sell your personal information. We only share data with SmileFi when it's needed to provide services you've expressed interest in — like exploring whether financing could be an option for your treatment.

4. IP Addresses & Analytics

We collect IP addresses to analyze website traffic and monitor site usage. This information helps us improve site performance but is not used to personally identify you unless required by law.

5. Cookies

Our site may use cookies to:

- Analyze traffic sources
- Improve user experience

Cookies do not identify you personally. You can manage cookie preferences through your browser settings. Disabling cookies may impact your experience on our site.

6. Third-Party Analytics & Advertising

We may use third-party services like **Google Analytics**, **Meta Pixel (Facebook)**, and similar tools to better understand how users interact with

our site and ads. These services may collect your IP address, device information, and browsing behavior.

This data helps us improve user experience and optimize our marketing efforts. You can adjust your browser settings or use browser extensions to limit this type of tracking.

7. Consent for SMS and Email Marketing

By submitting your information through our forms, you agree to receive email and/or SMS communications from us related to your inquiry or treatment options. These messages may include appointment reminders, updates, or promotional offers.

- Standard message and data rates may apply
- You may opt out at any time by replying “STOP” to SMS messages or using the unsubscribe link in emails

We do not send marketing messages without your consent.

8. Data Security

We use industry-standard security measures to protect your data. Once stored, your personal information is safeguarded by the same technologies we use to protect our own business data.

9. Aggregate Information

We may share generalized, non-identifiable information (e.g., site traffic, time spent on pages) with business partners. This data cannot be traced back to you individually.

10. Sharing with Third Parties

Outside of the financing services mentioned above, we do not sell or disclose your personal data to third parties unless:

- Required by law

- You give explicit consent
- It's necessary to provide the services you've requested

11. Your Legal Basis for Processing (for Canadian/EU Users)

If you are located in Canada or the European Union, we process your personal data under one or more of the following legal bases:

- Your explicit consent
- Our legitimate interest in providing services or improving user experience
- To fulfill contractual obligations (e.g., appointment requests)
- As required by law

12. Your Rights (Applicable under CCPA, GDPR, etc.)

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

- Access the personal data we hold about you
- Request correction or deletion of your data
- Object to or restrict certain types of data processing
- Withdraw consent at any time
- Request a copy of your data (data portability)

To exercise any of these rights, contact us at the information below.

13. Children's Privacy

This website is intended for individuals aged 18 or older. We do not knowingly collect personal data from anyone under the age of 18.

14. Email Communications

Emails sent via our website may be seen by authorized team members or customer service agents in order to assist you. Email is not a fully secure communication channel; if you need to share sensitive information, please call us instead.

You may opt out of receiving communications from us at any time.


15. Updates to This Policy

We may update this Privacy Policy from time to time. When we do, we will revise the “Effective Date” above. Continued use of our website signifies your acceptance of any updates.

16. Contact Us

If you have questions or concerns about this policy, you can contact us directly at:

 billing@ocaladentalcare.com

 13522376196