Privacy Policy & SMS Terms and Conditions

1. **Information Collection and Use**
At S'more Smiles Pediatric Dentistry, we are committed to protecting your privacy. We collect personal information, such as your name, email address, and phone number, only when voluntarily submitted by you through our website forms or during patient registration. This information is used solely to provide dental services, manage appointments, and communicate clinical updates.

2. **SMS/Text Messaging Communication**
By providing your mobile number and opting in, you consent to receive text messages from S'more Smiles Pediatric Dentistry. These messages may include appointment reminders, follow-up care instructions, or office updates.
● **Opt-In**: You may opt-in via our website forms or by texting START to 256-398-6502.
● **Opt-Out**: You can cancel the SMS service at any time. Just text STOP to 256-398-6502. After you send the SMS message STOP to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us.
● **Help**: If you are experiencing issues with the messaging program you can reply with the keyword HELP for more assistance, or you can get help directly at 256-398-6502.
● **Frequency**: Message frequency varies based on your appointment schedule and needs.
● **Rates**: Carriers are not liable for delayed or undelivered messages. As always, message and data rates may apply for any messages sent to you from us and to us from you.

3. **Data Privacy and Sharing**
We value your privacy and do not sell or rent your personal information to third parties.
All the above categories exclude text messaging originator opt-in data and consent; this information won't be shared with any third parties.
Personal information is used exclusively by our staff for the purpose of patient care and practice management. We do not share your information for marketing purposes with any external entities.

4. **Security**
We implement a variety of security measures to maintain the safety of your personal information. Your data is stored in secure networks and is only accessible by a limited number of persons who have special access rights to such systems and are required to keep the information confidential.