

## INTRODUCTION

New Fairfield Orthodontics (“we” or “us” or “our”) respects the privacy of our users (“user” or “you”). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [www.newfairfieldortho.com](http://www.newfairfieldortho.com), including any other media form, media channel, mobile website, or mobile application related or connected thereto (collectively, the “Site”). Please read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the site.

## Privacy Notice – SMS Communication Compliance

### Data Collection and Use

New Fairfield Orthodontics may collect personal information, including your name, email address, and phone number, when you provide it to us through our website, in-office forms, or other communication channels. If you provide your mobile number, you consent to receive SMS messages from us regarding appointment reminders, treatment updates, promotions, and other relevant notifications.

### Consent and Opt-In for SMS Messaging

By providing your mobile number, you expressly consent to receive text messages from New Fairfield Orthodontics. These messages may include appointment confirmations, follow-ups, practice updates, and promotional offers. Message frequency may vary. Standard message and data rates may apply.

You can opt in to receive SMS messages through:

- Completing an online or in-office registration form
- Checking an opt-in box on our website or patient portal
- Confirming via a double opt-in SMS verification message (if applicable)

### How We Use Your Information

We use your phone number solely for the purpose of providing important updates related to your orthodontic care, appointment scheduling, and occasional promotional content. Your phone number will not be shared, sold, or rented to third parties for marketing purposes. However, we may share your number with trusted third-party service providers who assist in delivering SMS communications on our behalf. These providers are contractually required to protect your information and comply with all privacy regulations.

### Opt-Out Policy

You can opt out of receiving SMS messages at any time by:

- Replying “STOP” to any text message you receive from us
- Contacting our office at (203) 746-2429 or [office@newfairfieldortho.com](mailto:office@newfairfieldortho.com)
- Updating your communication preferences in our patient portal (if applicable)

After opting out, you will no longer receive SMS messages from New Fairfield Orthodontics, except for responses confirming your opt-out request.

### Data Security

We take the security of your personal information seriously. We implement administrative, technical, and physical security measures to protect your phone number and other data from unauthorized access, disclosure, or misuse. Our SMS communications are conducted through compliant platforms that adhere to industry standards for data protection.

### Data Retention and Deletion

We retain your contact information for as long as necessary to provide services to you. If you wish to have your mobile number removed from our database, please contact us at (203) 746-2429 or [office@newfairfieldortho.com](mailto:office@newfairfieldortho.com). We will process deletion requests in accordance with applicable regulations.

### Changes to This Policy

New Fairfield Orthodontics reserves the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Last Updated” date of this Privacy Policy. Any changes or modifications will be effective immediately upon posting the update, and you waive the right to receive specific notice of each such change or modification. You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Site after the date such revised Privacy Policy is posted.

## **COLLECTION OF YOUR INFORMATION**

We may collect information about you in a variety of ways. The information we may collect on the Site includes:

### **Personal Data**

Personally identifiable information, such as your name, shipping address, email address, and telephone number, and demographic information, such as your age, gender, hometown, and interests, that you voluntarily give to us when you choose to participate in various activities related to the Site, such as online chat and message boards. You are under no obligation to provide us with personal information of any kind, however your refusal to do so may prevent you from using certain features of the Site.

### **Derivative Data**

Information our servers automatically collect when you access the Site, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Site.

### **Mobile Device Data**

Device information, such as your mobile device ID, model, and manufacturer, and information about the location of your device, if you access the Site from a mobile device.

### **Third-Party Data**

Information from third parties, such as personal information or network friends, if you connect your account to the third party and grant the Site permission to access this information.

## **USE OF YOUR INFORMATION**

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Site to:

- Administer sweepstakes, promotions, and contests.
- Assist law enforcement and respond to subpoena.
- Compile anonymous statistical data and analysis for use internally or with third parties.
- Deliver targeted advertising, coupons, newsletters, and other information regarding promotions and the Site to you.
- Email you regarding your account or order.
- Enable user-to-user communications.
- Generate a personal profile about you to make future visits to the Site more personalized.
- Increase the efficiency and operation of the Site.
- Monitor and analyze usage and trends to improve your experience with the Site.
- Offer new products, services, and/or recommendations to you.
- Perform other business activities as needed.
- Resolve disputes and troubleshoot problems.
- Respond to product and customer service requests.
- Send you a newsletter.

## **DISCLOSURE OF YOUR INFORMATION**

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

### **By Law or to Protect Rights**

If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.

### **Third-Party Service Providers**

We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance.

### **Marketing Communications**

With your consent, or with an opportunity for you to withdraw consent, we may share your information with third parties for marketing purposes, as permitted by law.

### **Online Postings**

When you post comments, contributions or other content to the Site, your posts may be viewed by all users and may be publicly distributed outside the Site in perpetuity.

## **TRACKING TECHNOLOGIES**

### **Cookies and Web Beacons**

We may use cookies, web beacons, tracking pixels, and other tracking technologies on the Site to help customize the Site and improve your experience. When you access the Site, your personal information is not collected through the use of tracking technology. Most browsers are set to accept cookies by default. You can remove or reject cookies, but be aware that such action could affect the availability and functionality of the Site. You may not decline web beacons. However, they can be rendered ineffective by declining all cookies or by modifying your web browser's settings to notify you each time a cookie is tendered, permitting you to accept or decline cookies on an individual basis.

### **Internet-Based Advertising**

Additionally, we may use third-party software to serve ads on the Site, implement email marketing campaigns, and manage other interactive marketing initiatives. This third-party software may use cookies or similar tracking technology to help manage and optimize your online experience with us. For more information about opting-out of interest-based ads, visit the Network Advertising Initiative Opt-Out Tool or Digital Advertising Alliance Opt-Out Tool.

### **Website Analytics**

We may also partner with selected third-party vendors, to allow tracking technologies and remarketing services on the Site through the use of first party cookies and third-party cookies, to, among other things, analyze and track users' use of the Site, determine the popularity of certain content and better understand online activity. By accessing the Site, you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors. However, if you do not want any information to be collected and used by tracking technologies, you can visit the third-party vendor or the Network Advertising Initiative Opt-Out Tool or Digital Advertising Alliance Opt-Out Tool. You should be aware that getting a new computer, installing a new browser, upgrading an existing browser, or erasing or otherwise altering your browser's cookies files may also clear certain opt-out cookies, plug-ins, or settings.

<http://www.aboutads.info/choices>

### **Online Postings**

When you post comments, contributions or other content to the Site, your posts may be viewed by all users and may be publicly distributed outside the Site in perpetuity.

## **THIRD-PARTY WEBSITES**

The Site may contain links to third-party websites and applications of interest, including advertisements and external services, that are not affiliated with us. Once you have used these links to leave the Site, any information you provide to these third parties is not covered by this Privacy Policy, and we cannot guarantee the safety and privacy of your information. Before visiting and providing any information to any third-party websites, you should inform yourself of the privacy policies and practices (if any) of the third party responsible for that website, and should take those steps necessary to, in your discretion, protect the privacy of your information. We are not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services or applications that may be linked to or from the Site.

## **SECURITY OF YOUR INFORMATION**

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide personal information.

## **OPTIONS REGARDING YOUR INFORMATION**

If you no longer wish to receive correspondence, emails, or other communications from us or if you have questions or comments about this Privacy Policy, you may contact us at:

Phone: (203) 746-2429

Email: [office@newfairfieldortho.com](mailto:office@newfairfieldortho.com)

Address: 3 State Route 39, New Fairfield, CT 06812

If you no longer wish to receive correspondence, emails, or other communications from third parties, you are responsible for contacting the third party directly.