PRIVACY POLICY

Website Visitors, Dental Patients & SMS/Text Messaging

Effective date: November 11, 2026

2963 Main Street | Glastonbury, CT 06033, USA
(860) 327-6453 | https://purpledentalct.com/

DRAFT FOR REVIEW — Must be reviewed and approved by Purple Dental's privacy officer and qualified U.S. healthcare counsel before publication or use.

1. Introduction

Purple Dental ("Purple Dental," "we," "our," or "us") respects your privacy and is committed to protecting information entrusted to us. This Privacy Policy explains how we collect, use, disclose, retain, and protect information when you visit https://purpledentalct.com/, contact our office, request an appointment, receive services from our dental practice, or choose to receive text messages from us.

This policy covers information collected online and through ordinary interactions with our office. Information that identifies you or relates to your dental care may be protected by federal and state privacy laws, including the Health Insurance Portability and Accountability Act ("HIPAA"), where applicable. When we create, receive, maintain, or transmit protected health information as a HIPAA covered entity or business associate, our separate HIPAA Notice of Privacy Practices and applicable law govern that information. This website policy does not replace that notice.

By using our website or opting in to text messaging, you acknowledge the practices described in the applicable portions of this policy. Your choice not to use the website or not to receive text messages will not affect your ability to contact our office or receive dental services.

2. Information We May Collect

A. Information you provide. Depending on how you interact with us, you may provide your name, email address, telephone number, mailing address, preferred contact method, appointment requests, preferred dates or times, messages submitted through contact forms, information you choose to share about dental needs or treatment interests, billing/payment/insurance details when needed, and communications with our office.

B. Information collected automatically. When you visit our website, we or service providers operating on our behalf may automatically collect technical and usage information such as IP address, browser/device type, operating system, pages viewed, referring website, approximate location derived from IP address, and date/time of access. We may use server logs, cookies, pixels, and similar technologies for website functionality, security, analytics, and advertising measurement, subject to applicable law and your choices.

C. Information from other sources. We may receive information from service providers, insurance plans, referring providers, or other sources when necessary to respond to your request, coordinate care, process payment, maintain accurate records, or meet legal obligations.

D. SMS/text messaging information. If you choose to opt in to text messages, we may collect your mobile telephone number, the date/time and method of your consent, the types of messages you agreed to receive, and records of messages and opt-out requests. We use this information to administer the messaging service and honor your preferences.

Please do not submit sensitive medical, dental, insurance, or payment information through a general website contact form or ordinary text message unless we have specifically identified the channel as secure. Contact our office to ask about an appropriate secure method for clinical or protected health information.

3. How We Use Information

We may use information for legitimate practice, patient-care, website, communications, and administrative purposes, including to respond to questions and appointment requests; schedule, confirm, reschedule, and manage appointments; provide dental services; communicate about treatment, office operations, billing, insurance, or follow-up care; maintain patient, business, and website records; operate, maintain, troubleshoot, secure, and improve our website and services; understand website traffic and measure communications and marketing; send practice updates or promotional communications where permitted and, where required, with your consent; administer SMS messaging that you have requested or authorized; detect fraud and security incidents; and comply with legal or regulatory requirements.

We do not use website contact-form submissions or text messages as a substitute for a clinical assessment. Do not rely on the website, email, or SMS for emergencies. If you are experiencing a dental or medical emergency, call 911 or seek urgent care as appropriate.

4. Cookies, Analytics & Advertising Technologies

Our website may use cookies and similar technologies to remember preferences, support website functions, understand how visitors use the site, and evaluate advertising. These technologies may collect information about your browser and activity on our website.

You can usually control cookies through your browser settings. Blocking certain cookies may affect website functionality. If analytics or advertising tools are enabled, their providers may process technical or usage data under their own privacy policies. We encourage you to review the privacy information of third-party services linked from or used on our website.

We do not promise that every browser-based “Do Not Track” signal will be recognized. Where legally required, we will honor applicable opt-out preference signals.

5. When We May Disclose Information

We may disclose information in limited circumstances, including to service providers that support website hosting, appointment requests, communications, payment processing, analytics, security, or practice operations; to healthcare providers, laboratories, insurers, or other parties when permitted or required for treatment, payment, healthcare operations, or another lawful purpose; for legal and safety reasons when required by law or necessary to protect rights and safety; in connection with a merger, sale, restructuring, or transfer of practice assets subject to applicable safeguards; or with your direction or consent.

We do not sell patient health information. We do not disclose personal information to third parties for their own direct marketing in exchange for payment. Any use or disclosure of protected health information is subject to HIPAA and other applicable laws.

SMS privacy commitment: No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. We may share mobile information with service providers that help us deliver text messages, solely to provide and support the messaging service. Text messaging originator opt-in data and consent will not be shared with any third parties, except with vendors/service providers that support delivery of our text messages or as required by law.

6. Third-Party Websites and Embedded Content

Our website may contain links to third-party websites, maps, videos, social media services, financing providers, or other embedded content. Those third parties may collect information about you under their own privacy notices and terms. We do not control their privacy practices and encourage you to review their policies before providing information or interacting with their services.

7. How Long We Retain Information

We retain information for as long as reasonably necessary for the purposes described in this policy, including responding to requests, providing services, maintaining business and clinical records, resolving disputes, protecting the practice, and meeting legal, regulatory, accounting, and record-retention requirements. Dental and patient records may be retained for periods required by applicable Connecticut and federal law. SMS consent and opt-out records may be retained as reasonably necessary to document and administer messaging preferences and meet legal obligations. Retention periods vary depending on the type of information and the reason it was collected.

8. How We Protect Information

We use reasonable administrative, technical, and physical safeguards designed to protect information against unauthorized access, use, alteration, and disclosure. No website, email transmission, text message, or electronic storage system can be guaranteed to be completely secure. Please use care when sending information over the internet or by text message and contact us if you believe information you provided may have been compromised.

9. Children's Privacy

Our website is intended for individuals seeking information about dental services. We do not knowingly collect personal information directly from children through website features without appropriate authorization. A parent or legal guardian should submit appointment requests and provide any required consent on behalf of a minor. Patient information relating to minors is handled in accordance with applicable law.

10. Your Privacy Choices and Rights

Depending on the nature of the information and the law that applies, you may have rights to request access to, correction of, or a copy of certain personal information, or to request deletion or restriction of certain information. These rights are not absolute. For example, we may need to retain dental records or other information to comply with legal, professional, billing, or recordkeeping obligations.

If your request concerns protected health information, please follow the process in our HIPAA Notice of Privacy Practices. If your request concerns website, general contact, or SMS information, use the contact details in Section 14. We may need to verify your identity before responding.

You may opt out of non-essential promotional emails by using the unsubscribe instructions in the message or contacting us. You may opt out of SMS messages at any time by replying STOP, as described in Section 15. Opting out of marketing messages will not prevent service-related or administrative communications where permitted by law.

11. Connecticut and U.S. Privacy Requirements

Purple Dental is located in Connecticut. We intend to handle personal information in accordance with applicable federal and Connecticut privacy, consumer-protection, and healthcare requirements. The rights and obligations that apply may depend on the type of information, the context in which it was collected, and the law in effect.

This policy is not a representation that every state consumer privacy statute applies to the practice or to every category of information. Where a law grants you specific rights, we will process qualifying requests as required by that law.

12. Changes to This Privacy Policy

We may update this policy from time to time to reflect changes in our practices, website features, service providers, messaging services, or legal requirements. When we make changes, we will revise the "Effective date" at the beginning of the policy and post the updated version on our website.

13. HIPAA Notice of Privacy Practices

This Privacy Policy is not Purple Dental's complete HIPAA Notice of Privacy Practices. Patients should receive or be able to obtain the practice's separate Notice of Privacy Practices, which explains in more detail how protected health information may be used and disclosed and describes patient rights under HIPAA. If you need a copy, please contact the office using the information below.

14. Contact Us

If you have questions about this Privacy Policy or wish to submit a privacy-related request, please contact Purple Dental:

Purple Dental 2963 Main Street, Glastonbury, CT 06033, USA Phone: (860) 327-6453 Website: https://purpledentalct.com/ Online contact: https://purpledentalct.com/contact-us/

15. SMS/Text Messaging Privacy Policy

If you provide your mobile number and affirmatively opt in, Purple Dental may send you text messages related to the categories you selected or authorized. These may include appointment scheduling and reminders, appointment confirmations or changes, follow-up care or office communications, billing or administrative updates, and promotional or marketing messages where you have separately provided the required consent.

Information collected for SMS. We collect your mobile number and records of your opt-in/consent, including the time, date, and method of consent. We may also retain message delivery, HELP, and STOP records to operate the service and honor your preferences.

How SMS information is used. We use your mobile number and consent information to send the messages you have agreed to receive, respond to requests for help, process opt-outs, and maintain records of your messaging preferences.

Mobile information sharing. No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third parties, except with vendors/service providers that support delivery of our text messages or as required by law.

Opting out. You can stop receiving SMS messages at any time by replying STOP to a text message from us. We may send one final message confirming that you have been unsubscribed. After that, you will no longer receive SMS messages from that messaging program unless you opt in again.

Help. For assistance, reply HELP to a message from us or contact our office at (860) 327-6453 or https://purpledentalct.com/contact-us/.

Consent to receive SMS messages is not a condition of purchasing any goods or services or receiving dental care. You may contact our office by phone or through our website if you do not wish to receive text messages.

16. SMS/Text Messaging Terms & Conditions

Program description. By opting in to Purple Dental's text messaging service (the "Messaging Service"), you agree to receive text messages from Purple Dental at the mobile number you provided. Depending on the consent you give, messages may include appointment scheduling and reminders, appointment confirmations or changes, follow-up care or office communications, billing or administrative updates, and promotional or marketing messages.

How to opt in. You may opt in by entering your mobile number and affirmatively selecting the SMS consent option on a Purple Dental form or through another consent method presented by the practice. Consent to marketing messages, where offered, should be separately identified and is not required to receive dental services. Message types and consent language presented at the point of collection will control the messages you have authorized.

Message frequency. Message frequency may vary depending on your appointments, interactions with our office, and the messaging preferences you selected.

Message and data rates. Message and data rates may apply to messages sent to you by us and to us by you. Your wireless carrier's standard rates and charges may apply. Please contact your wireless provider for details about your text or data plan.

How to stop messages. You can cancel the Messaging Service at any time by replying STOP to any message from us. We may send a confirmation message to confirm that you have been unsubscribed. After confirmation, you will no longer receive messages from that program unless you opt in again.

Rejoining. If you want to receive messages again after opting out, you may opt in again using the same method originally offered by Purple Dental or follow any re-subscription instructions provided by our office.

Help and support. If you need assistance, reply HELP to any message from us or contact Purple Dental at (860) 327-6453 or https://purpledentalct.com/contact-us/.

Delivery and carriers. Wireless carriers are not liable for delayed or undelivered messages. Message delivery is subject to effective transmission by your wireless carrier and network availability.

Device privacy. Anyone with access to your mobile device or messages may be able to view texts we send. Please consider this when choosing to receive messages, particularly if your device is shared. Do not use SMS to send sensitive medical, dental, insurance, or payment information unless we have specifically identified the channel as secure.

Consent is not a condition of purchase. You are not required to consent to receive text messages as a condition of purchasing any goods or services or receiving dental care from Purple Dental.

Changes to these terms. We may modify or discontinue the Messaging Service or update these Terms & Conditions as permitted by law. Updated terms will be posted with a revised effective date.