

# Privacy and Cookie Policy

Last Updated: March 1, 2026

## Introduction

Marion Family Dental (referred to herein as the “Practice” “we”, “our”, or “us”) recognizes the importance of protecting personal information we may collect from patients, providers, visitors and any other individual (“you”, or “your”) who visits our websites. This Privacy Policy applies to data collection by the Practice and shall apply to your use of the website, [www.marionfamilydental.com](http://www.marionfamilydental.com) (“Website”), and through our interactions with individuals by email, telephone, marketing campaigns or other means.

We have developed this Privacy Policy to inform you of our practices regarding the collection, maintenance, storage, use, disclosure, and protection of your information. This Privacy Policy is effective when you use this Website, when you use our services, or whenever you provide your information to us, including but not limited to, when you provide your information in-person, online, on the phone, in a text message, in an e-mail, through a written letter, or otherwise by some other means or manner (“Provide Information”).

You should read this Privacy Policy carefully before you use our services or before you Provide Information. Also, note that personal information collected by certain the Practice services may have different privacy policies that apply. For example, personal health information (“PHI”) collected by us may be covered under the Practice’s Health Insurance Portability and Accountability Act (“HIPAA”) Notice of Privacy Practices which can be found on our Website. Please refer to other privacy policies where applicable.

If you do not agree to be bound by this Privacy Policy, then do not use the Website or the services, and do not Provide Information. Note that this Privacy Policy may change from time to time, and your continued use of the services, after we have made changes to the terms, is considered acceptance of those changes. It is your responsibility to check this Privacy Policy for updates.

Specifically, our Privacy Policy covers the following topics:

1. Information We Collect
2. How We Use Information We Collect
3. When You Choose Not to Provide Personal Information
4. Our Retention of Your Personal Information
5. Disclosing Personal Information
6. Privacy Rights
7. Our Email Out-out Policy
8. Third Party Links
9. How We Protect Personal Information
10. No Use By Children
11. “Do Not Track” Signals
12. Changes to this Privacy Policy
13. How to Contact Us
14. Cookie Policy

If you have any questions or comments about this Privacy Policy, please submit a request to [info@marionfamilydentist.com](mailto:info@marionfamilydentist.com)

## **1. Information We Collect**

We collect information, including personal information, to provide better services to you. We use the term “**Personal Information**” to refer to any information that identifies or can be used to identify you. Common examples of Personal Information include: full name, email address, digital identifier, such as your IP address, information about your device, and certain metadata.

The Personal Information which we collect includes, but is not limited to, the following circumstances and data elements:

### **Generally**

- If you express an interest in obtaining additional information about our services, request customer support, use our “Contact” feature or similar features, we may require that you provide to us your contact information, such as your name, organization name, phone number, fax number, email address, your contact preferences, and address information;
- If you report a problem or have a question about our Website, you may provide us with contact information, such as a phone number or email address;
- If you use and interact with our Website or emails, we automatically collect information about your device and your usage of our Website or emails through cookies, web beacons or similar technologies, such as IP addresses or other identifiers, which may qualify as Personal Information (please see the “Automated Data Collection: Cookies & Similar Technologies” section below for more information); and
- If you post information on a webpage we establish on a social media platform, we may use the information to respond, to promote our business and services, and in the normal course of our business operations. We may collect personal identifiers, such as your social media username and other personal characteristics that you have made publicly available on the social media website, in accordance with applicable law. Note that the third-party operators of social media websites also receive such information, and their use of your Personal Information is governed by their own privacy policies.

### **Practice Services**

We may also collect information when you visit our location(s) and provide information, including but not limited to, through interviews, through patient forms, and through other similar documentation and exchanges which may include information related to dental health. For the services we provide, we may also collect payment related information, including credit card number(s).

### **Job Applicants**

Job application information, including, but not limited to, your name, email address, resume, and cover letter, may be collected by us directly through our Website, in-person, or by email, or job application information may be collected on our behalf by our contracted third-party administrator(s) for applicant tracking purposes and by background check providers. These third-party administrators are permitted to process the information you provide only for purposes of providing services to us.

## **Automated Data Collection: Cookies & Similar Technologies**

We and our partners use cookies and similar technologies to collect and store information when you visit our Website, and this may include using cookies or similar technologies to identify your browser or device. We also use these technologies to collect and store information when you interact with services from our partners.

We may use such technologies to collect personal identifiers (such as your IP address), information about your device (such as your browser characteristics, device IDs and characteristics, and operating system version) and information concerning your usage of our Website (including the link you used to reach a given webpage). We use this information to determine how many users have visited particular webpages, viewed particular videos, or opened messages or alerts. This helps us establish, maintain, and manage our relationship with you, and also helps us to optimize and provide the Website for your use and benefit and to enforce our Website's service terms and prevent malicious conduct.

In some cases, our third-party partners may process information collected by cookies and similar technologies that we permit them to use on the Website. Please see our Cookie Policy below for more details. With respect to any social media pages that we may use, please see the privacy policies and any cookie policies of the applicable social media providers as to their automated data collection practices.

You may be able to change a web browser's settings to block and delete cookies when you access a Website through that web browser. However, if you do that, the Website may not work properly; also, we will still receive basic information (such as last URL visited) when you navigate to the Website.

### **2. How We Use Information We Collect**

We use your Personal Information in ways that are compatible with the business purposes for which it was collected or authorized by you, including for the following purposes:

- To present, operate or improve the Website, its content, and our services, including analysis of Website activity;
- To inform you about the services and products available from the Practice;
- To administer content or other Website features;
- To communicate about special events and to deliver pertinent emails;
- To improve our customer service;
- To respond to and support users regarding their use of the Website and our services;
- To comply with all applicable legal requirements; and
- To investigate possible fraud or other violations of our Website's service terms or this Privacy Policy and/or attempts to harm you.

For job applicants, we process your information to review your job application and for other employment-related purposes consistent with applicable law, including to contact you regarding your application and/or to contact you about other job openings that we believe may be of interest to you.

We also use the information we collect from our Website to provide, maintain, and improve them, to develop new services, and to protect our company and you.

### **3. When You Choose Not to Provide Personal Information**

Your provision of Personal Information may be required in order to use certain parts of our services and our programs. If you choose not to provide such Personal Information, you may not be able to access and use our services and/or our programs, or parts of our services and/or our programs.

#### **4. Our Retention of Your Personal Information**

We determine the appropriate retention period for Personal Information on the basis of the amount, nature and sensitivity of your Personal Information processed, the potential risk of harm from unauthorized use or disclosure of your Personal Information and whether we can achieve the purposes of the processing through other means, as well as on the basis of applicable legal requirements (such as applicable statutes of limitation).

After expiry of the applicable retention periods, your Personal Information will be deleted. If there is any data that we are unable, for technical reasons, to delete entirely from our systems, we will put in place appropriate measures to prevent any further use of such data.

#### **5. Disclosing Personal Information**

We disclose Personal Information for the purposes described below:

**Service Providers.** The Practice may disclose your personal information to service providers for a business purpose, which may include (but is not limited to) providing certain services for clients, practice management, tracking job applications, processing payments, and managing customer relations. When we disclose personal information for these reasons, we enter into a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except for the purposes set forth in the contract.

The categories of service providers with whom we may share personal information include, but are not limited to, the following:

- Practice Management Providers;
- Payment Processors;
- Finance & Accounting Tools;
- Product Engineering & Design Tools;
- Patient Account Registration & Authentication Services; and
- Website Hosting Service Providers.

**Business Partners and Third Parties.** We may share your information with our business partners and third parties to offer you certain products, services, or promotions. The categories of third parties or partners with whom we may share personal information include, but are not limited to, the following:

- Sales & Marketing Tools;
- Social Networks; and

- Performance Monitoring Tools.

**Legal and Similar Purposes.** We may disclose your personal information for legal reasons. Specifically, we will share personal information with companies, organizations or individuals outside of the Practice if we have a good-faith belief that access, use, preservation, or disclosure of the information is reasonably necessary to:

- meet any applicable law, regulation, legal process or enforceable governmental request;
- enforce the Site's service terms, including investigation of potential violations;
- detect, prevent, or otherwise address fraud, security or technical issues; or
- protect against harm to the rights, property or safety of the Practice, you, or the public as required or permitted by law.

We will attempt to notify you about legal demands for your personal information when appropriate in our judgment, unless prohibited by law or court order or when the request is an emergency. We may dispute such demands when we believe, in our discretion, that the requests are overbroad, vague or lack proper authority, but we do not promise to challenge every demand.

**Merger, sale, or other asset transfers.** We may disclose your personal information in the event of a business transfer. If the Practice establishes a new related entity, is acquired by or merged with another organization, or if substantially all of the Practice's assets are transferred to another organization, personal information about the Practice's users would typically be considered a transferred business asset.

## **6. Privacy Rights**

Certain jurisdictions have specific legal requirements and grant privacy rights with respect to personal information, and we will comply with the restrictions and any requests you submit as required by applicable law. If you are seeking to exercise your rights under a law of a specific jurisdiction, please contact us using the "How to Contact Us" section below.

## **7. Our Email Opt-out Policy**

By providing an email address on our Website, we may contact you in the event of a change in this Privacy Policy, to provide you with any service-related notices, or to provide you with information about our events, publications, or related information.

We currently provide the following opt-out opportunity: At any time, you can follow a link provided in our email messages (except for service notice emails) to unsubscribe.

If you feel you have received an email from us in error, please contact us at [info@marionfamilydentist.com](mailto:info@marionfamilydentist.com). Notwithstanding anything else in this Privacy Policy, please note that we always reserve the right to contact you in the event of a change in this Privacy Policy, or to provide you with any service-related notices.

## **8. Third Party Links**

The Website may contain links to webpages operated by parties other than the Practice. We do not control such websites and are not responsible for their contents or the privacy policies or other practices of such websites. Our inclusion of links to such websites does not imply any endorsement of the material on such websites or any association with their operators. This Privacy Policy only applies to our Website.

#### **9. How We Protect Personal Information**

the Practice maintains reasonable administrative, technical and physical safeguards designed to protect Personal Information and other information against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. Information you send by email is not secure, so please avoid including Personal Information in any email you send us. No method of electronic transmission or storage is 100% secure. Therefore, we cannot guarantee absolute security of your information.

#### **10. No Use By Children**

Our Website is not intended for children under 16 years of age. We do not intentionally gather Personal information about visitors who are under the age of 16. If a child has provided us with Personal Information, a parent or guardian of that child may contact us to have the information deleted from our records. If you believe that we might have any information from a child under age 16 in the applicable jurisdiction, please contact us at [info@marionfamilydentist.com](mailto:info@marionfamilydentist.com). If we learn that we have inadvertently collected the Personal Information of a child under 16, or equivalent minimum age depending on jurisdiction, we will take steps to delete the information as soon as possible.

#### **11. “Do Not Track” Signals**

The Practice does not respond to Do Not Track (DNT) signals or similar signals, unless required by applicable law. However, some third-party sites do keep track of your browsing activities when they serve you content, which enables them to tailor what they present to you. If you are visiting such sites, your browser may include controls to block and delete cookies, web beacons and similar technologies, to allow you to opt out of data collection through those technologies.

#### **12. Changes to this Privacy Policy**

Our Privacy Policy may change from time to time. We will post any privacy policy changes on this page and, if the changes are material, we will provide a more prominent notice for a reasonable time period (including, for certain services or programs, email notification or privacy policy changes). We encourage you to review this Privacy Policy periodically.

#### **14. How to Contact Us**

If you have any specific questions about this Privacy Policy, you can contact us via email by writing to us at the address below:

Send e-mail to: [info@marionfamilydentist.com](mailto:info@marionfamilydentist.com)

Send mail to our address: Marion Family Dental, 1613 Sugar Hill Rd, Marion, NC 28752

## Cookie Policy

We use cookies and similar technologies (referred to herein simply as “cookies”) to facilitate and improve the performance and security of our Website and to enhance user experience.

The Website may utilize or permit several different categories of cookies, including:

- Essential cookies – These cookies are essential for the proper operation of the Website. For example, they may facilitate page navigation or assist with security checks.
- Functional/preference cookies – These cookies remember preferences (such as a username, language, or the region a website visitor is located in) and enhance the website experience.
- Advertising/marketing cookies – These cookies track a website visitor's browsing habits and may be used to deliver targeted advertisements and marketing content based on their interests and online behavior across different websites.
- Analytics/performance cookies – These cookies provide insights into website performance, user interaction, and potential technical issues. These cookies provide a quality experience, including by customizing offerings and quickly identifying and addressing issues that arise.

### Cookie Preferences

The main web browsers allow you to change your cookie settings directly through their sites. These settings will typically be found in the 'options' or 'preferences' menu of your browser. In order to understand these settings, the following links may be helpful, or you could use the 'Help' option in your browser for more details.

Browser	Link to Change Cookie Settings
Chrome	<a href="https://support.google.com/chrome/answer/95647">support.google.com/chrome/answer/95647</a>
Internet Explorer / Edge	<a href="https://support.microsoft.com/en-us/windows/manage-cookies-in-microsoft-edge">support.microsoft.com/en-us/windows/manage-cookies-in-microsoft-edge</a>
Safari	<a href="https://support.apple.com/en-is/guide/safari/sfri11471">support.apple.com/en-is/guide/safari/sfri11471</a>
Firefox	<a href="https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer">support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer</a>

Additionally, third party cookie providers may provide an opt out tool for their cookie(s). Note that disabling cookies may in some instances impact the functionality of the Website. Also, given that many opt-outs themselves use a cookie to effectuate an opt-out preference, you may need to opt-out again if you clear cookies on your browser.

The following third-party links contain additional information about cookies and other helpful information on your ability to control what cookies apply to you. Please note, however, that these links will take you to third-party sites over which we have no control:

Link to Site	Description
<a href="http://allaboutcookies.org">allaboutcookies.org</a>	Offers comprehensive information on how to amend the settings of a wide variety of browsers, details on how to delete cookies from your computer, and more general information about cookies
<a href="http://aboutcookies.org">aboutcookies.org</a>	Offers comprehensive information on how to amend the settings of a wide variety of browsers, details on how to delete cookies from your computer, and more general information about cookies
<a href="http://networkadvertising.org">networkadvertising.org</a>	Offers a comprehensive listing of opt-outs for advertising platforms who are members of the Network Advertising Initiative, however, note that there are many more networks listed on the NAI's website than those used by us
<a href="http://www.aboutads.info/choices">http://www.aboutads.info/choices</a>	Offers information about third party cookies generated by advertisers who subscribe to the Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising, and how you can turn off such cookies

### **Changes to this Cookie Policy**

We may revise this Cookie Policy from time to time in order to reflect changes in our use of cookies, changes in the law, changes in our services, or best practices. We encourage you to review this Cookie Policy periodically.