

# Privacy Policy for Harrison Family Dentistry, PLLC

**Effective Date:** January 1, 2025

**Last Updated:** January 28, 2026

## 1. Overview

Harrison Family Dentistry, PLLC ("we," "our," or "us") manages this website and the related services offered through it (together, the "Services"). This Privacy Policy explains how we collect, use, share, and protect personal information obtained through your interaction with our Services.

By accessing or using the Services, you acknowledge and agree to the terms of this Privacy Policy and consent to the practices it describes. If you do not agree, please do not use the Services. This Policy is part of our Terms of Use.

**Note:** Our Services are not designed for users under 18 years of age. If you are under 18, do not provide any personal details without the involvement of a parent or guardian.

If you have any questions about this policy, please contact us at:

 [risk@harrisonfamilydentistry.com](mailto:risk@harrisonfamilydentistry.com)

## 2. Types of Information We Collect

### a. Personal Information

We may collect information that can identify or be associated with you, such as:

- Full name
- Contact details (e.g., phone, email, ZIP code)
- Financial data (e.g., credit card or bank information)
- Insurance and dental/health-related details

This information may be gathered when you fill out forms, request services, contact us, or communicate through our website.

### b. Non-Personal Information

This includes information that doesn't directly identify you but relates to your interaction with our site, such as:

- Browser type and device

- IP address
- Pages visited
- Referring URLs

#### **c. Location Data**

We may access your device's location if permission is granted. You can control or revoke this access through your device settings.

#### **d. Google Analytics**

We use Google Analytics to analyze site usage and improve functionality. This tool collects anonymous data like visit frequency and pages viewed. We do not link this data with your personal information. For more, view Google's Privacy Policy and Google Analytics Opt-Out.

#### **e. HIBU Analytics**

Click this link to [YourAdChoices.com](https://YourAdChoices.com), which explains behavioral targeting in more detail, and will allow you to opt out of being targeted for any behavioral advertising by any member of the Internet Advertising Bureau, including Hibu.

### **3. How We Use Your Information**

We use the information collected for purposes such as:

- Responding to your inquiries or requests
- Providing and enhancing our Services
- Sending updates, newsletters, and marketing (with opt-out available)
- Analyzing site usage and performance
- Notifying you of policy or service changes
- Preventing fraud and maintaining security
- Complying with legal obligations
- Facilitating business transactions (e.g., mergers or asset transfers)

### **4. Sale of Information**

We **do not sell** any of your personal information—this includes both adult and minor users. We also do not share it for advertising purposes.

## 5. Sharing of Information

We may share your data with:

- **Affiliates:** To help manage and support our business.
- **Service Providers:** For tasks like hosting, billing, insurance processing.
- **Authorized Third Parties:** If you grant specific access to outside apps or providers.
- **Legal or Government Authorities:** If required by law or court order.
- **Business Transfers:** In the case of mergers, reorganizations, or sales of our business.
- **With Your Consent:** In any case where you explicitly approve sharing.

All partners are expected to protect your data as outlined in this Policy.

## 6. Cookie and Tracking Policy

### a. Cookies

We use cookies to:

- Improve navigation
- Analyze site traffic
- Remember user preferences
- This site includes a pixel that enables cookies to be dropped onto their machines. These cookies may be used to target ads to those site visitors on third party websites within Hibu's network.

You can manage cookie preferences through your browser settings. Disabling cookies may impact your experience.

### b. Do Not Track (DNT)

Our website currently does **not** respond to DNT browser settings.

## **7. Security Measures**

We implement safeguards such as:

- Secure (HTTPS) connections
  - Firewalls
  - Encrypted data storage
- Despite these measures, internet-based data transmission is never 100% secure. You are responsible for keeping your account credentials safe.

## **8. Data Retention**

We retain information as long as necessary to:

- Provide services
- Comply with legal requirements
- Resolve disputes
- Enforce agreements

## **9. Third-Party Websites**

Our site may contain links to other websites. We are not responsible for the content, policies, or practices of external sites. We encourage you to review their privacy policies separately.

## **10. Children's Privacy**

In compliance with COPPA, we do not knowingly collect personal information from children under 13. If we become aware of such collection, we will delete the data immediately. Parents may contact us to request data removal.

## **11. SMS and Messaging Terms**

By providing your contact information, you consent to receive messages related to your care (e.g., appointment reminders). Message frequency may vary, and standard rates may apply. You may opt out at any time by replying "STOP."

## **12. Policy Updates**

We may update this Privacy Policy periodically. Changes will be posted here, with the "Last Updated" date revised accordingly. Continued use of the Services after changes constitutes your acceptance.

## **13. Contact Information**

If you have any concerns or questions, please contact us:

**Email:** [risk@harrisonfamilydentistry.com](mailto:risk@harrisonfamilydentistry.com)

**Phone:** 423-708-3234

**Mail:**

Harrison Family Dentistry, PLLC

Attn: Risk Department

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