

PRIVACY POLICY

Effective Date: June 2021

Last Updated: September 19, 2026

Toothology Dental Studio (“Toothology,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information you share with us.

This Privacy Policy describes how we collect, use, disclose, and protect information when you visit www.toothologydentalstudio.com (the “Website”), contact us through the Website, request or schedule an appointment, communicate with us, or otherwise interact with our online services.

This Privacy Policy applies to information collected through our Website and related online services. It does not govern the privacy practices of independent third-party websites or services that may be linked to or accessible from our Website.

By using our Website or voluntarily providing information to us, you acknowledge the practices described in this Privacy Policy.

1. INFORMATION WE COLLECT

The information we collect depends on how you interact with Toothology Dental Studio and the features and services you use.

Information You Provide to Us

When you contact us through our Website, we may collect information such as:

- Your name;
- Email address;
- Telephone or mobile number;
- Information submitted through our contact forms;
- Appointment-related information;
- Questions, comments, or requests you send to us; and
- Other information you voluntarily provide.

Our Website currently includes a contact form through which visitors may provide their name, email address, telephone number, and a written message.

Please do not submit highly sensitive medical, financial, or health information through a general Website contact form unless specifically instructed to do so.

Appointment Information

Our Website allows visitors to access an online appointment scheduling service.

When you choose to schedule an appointment online, you may be directed to or interact with a third-party scheduling platform. Information you submit through that service may be collected and processed by the scheduling provider and may be made available to Toothology Dental Studio for purposes such as scheduling and managing your appointment.

Third-party scheduling services may use cookies and other technologies necessary to provide their services.

Information submitted directly through a third-party scheduling platform may also be governed by that provider's privacy policy and terms.

Health Information and Protected Health Information

Certain information provided to Toothology Dental Studio in connection with dental treatment or healthcare services may constitute health information or Protected Health Information ("PHI").

When Toothology Dental Studio receives or maintains PHI in its capacity as a healthcare provider, our use and disclosure of that information is governed by applicable healthcare privacy laws, including the Health Insurance Portability and Accountability Act ("HIPAA"), where applicable.

Our handling of PHI is addressed separately in our **Notice of Privacy Practices**.

This Website Privacy Policy is not intended to replace our Notice of Privacy Practices. If there is a conflict between this Privacy Policy and our Notice of Privacy Practices concerning PHI, the Notice of Privacy Practices will control.

Information Collected Automatically

When you visit our Website, certain technical information may be collected automatically by our Website platform and service providers.

This information may include:

- Internet Protocol (IP) address;
- Browser type;

- Device type;
- Operating system;
- Date and time of access;
- Pages viewed;
- Referring website or source;
- Approximate geographic information derived from an IP address;
- Website interactions; and
- Other technical information relating to your use of the Website.

2. HOW WE COLLECT INFORMATION

We may collect information:

- Directly from you when you contact us, submit a Website form, request information, or communicate with us;
- When you request or schedule an appointment;
- Automatically through cookies and similar technologies when you use our Website;
- Through our Website platform and service providers;
- Through communications with our office; and
- From other sources when permitted by applicable law.

3. HOW WE USE INFORMATION

We may use information collected through our Website and related services to:

- Respond to questions, comments, and inquiries;
- Process and manage appointment requests;
- Communicate with current and prospective patients;
- Provide information about our dental services;
- Provide requested services;
- Operate, maintain, secure, and improve our Website;
- Understand how visitors interact with our Website;

- Troubleshoot technical issues;
- Maintain appropriate business and patient records;
- Protect against fraud, misuse, unauthorized access, or security incidents;
- Send communications you have requested or consented to receive;
- Comply with applicable laws, regulations, legal processes, and professional obligations; and
- Carry out other purposes disclosed to you at the time information is collected or with your consent.

4. WIX WEBSITE PLATFORM AND WEBSITE SERVICES

Our Website is built and operated using the **Wix** website platform.

Wix and technologies associated with the Wix platform may process certain information necessary to host, secure, maintain, and provide functionality for the Website.

Our Website uses Wix functionality that may include website forms, communications, chat functionality, website performance tools, and other features used to operate and maintain the Website.

Information processed through Wix services may include technical information, device information, cookies, Website interactions, and information that you voluntarily submit through Website features.

Wix's handling of information may also be subject to Wix's own applicable privacy practices and policies.

5. HOW WE MAY SHARE INFORMATION

Toothology Dental Studio does not sell personal information simply because you provide it to us through our Website.

We may disclose information to third parties when reasonably necessary to operate our practice, Website, or services.

Service Providers

We may provide information to companies that perform services on our behalf or facilitate services requested by you.

These may include providers involved in:

- Website hosting and operation;
- Website forms and communications;
- Online appointment scheduling;
- Information technology;
- Website security;
- Payment processing, when applicable;
- Dental practice management;
- Healthcare operations; and
- Other services reasonably necessary to operate Toothology Dental Studio.

Service providers receive information as reasonably necessary to perform their services and are expected to handle information in accordance with applicable contractual and legal requirements.

Healthcare and Insurance Purposes

When permitted or required by law, information may be shared with healthcare providers, insurance companies, laboratories, specialists, payment processors, or other parties involved in providing, coordinating, or paying for dental care.

Protected Health Information is handled in accordance with applicable healthcare privacy laws and our Notice of Privacy Practices.

Legal and Safety Purposes

We may disclose information when we reasonably believe disclosure is necessary to:

- Comply with applicable law;
- Respond to a lawful subpoena, court order, or government request;
- Protect the rights, property, or safety of Toothology Dental Studio, our patients, Website users, or others;
- Investigate suspected fraud or unlawful activity; or
- Protect the security and integrity of our Website, systems, and services.

Business Transactions

If Toothology Dental Studio is involved in a merger, acquisition, reorganization, sale of assets, or similar business transaction, information may be transferred as permitted by applicable law.

6. COOKIES AND SIMILAR TECHNOLOGIES

Our Website and certain services accessible through it may use cookies and similar technologies.

A cookie is a small data file stored on your computer, smartphone, tablet, or other device when you visit a website.

Cookies and similar technologies may be used to:

- Provide essential Website functionality;
- Maintain Website security;
- Remember user preferences;
- Improve Website performance;
- Understand how visitors interact with the Website; and
- Support features and services available through the Website.

Essential Cookies

Certain cookies may be necessary for the Website to operate properly and securely.

Functional Cookies

Functional cookies may be used to remember preferences or support features that improve your Website experience.

Analytics and Performance Technologies

Website technologies may collect information regarding Website performance and visitor interactions to help us understand and improve the Website.

Third-Party Technologies

Third-party services accessible through or integrated with our Website may use their own cookies or similar technologies.

Their collection and use of information may be governed by their own privacy policies.

7. YOUR COOKIE CHOICES

You may be able to control or delete cookies through your browser settings.

Depending on the Website technologies in use, additional cookie or privacy controls may also be presented through the Website.

Restricting or disabling certain cookies may affect Website functionality or prevent certain Website features or third-party services from operating properly.

8. ANALYTICS AND ADVERTISING TECHNOLOGIES

We may use Website performance, analytics, or marketing technologies to understand how visitors interact with our Website and to evaluate the effectiveness of our Website and communications.

We do not intend this Privacy Policy to represent that Toothology Dental Studio uses any particular third-party advertising or behavioral tracking platform unless that technology is actually implemented on our Website.

If our use of analytics, advertising, or tracking technologies changes, we may update this Privacy Policy and our applicable Website privacy or cookie controls.

9. TEXT MESSAGE AND SMS COMMUNICATIONS

If you voluntarily provide your mobile telephone number and consent to receive text mes