

SMS Privacy Policy

Upper Gwynedd Dental Arts | 1117 South Broad Street, Lansdale, PA 19446

215-855-3400 | www.ugdasmile.com

Effective date: October 28, 2026

This SMS Privacy Policy explains how Upper Gwynedd Dental Arts collects, uses, and protects mobile phone and messaging-consent information. It supplements, and does not replace, the practice's HIPAA Notice of Privacy Practices and any broader website privacy policy.

1. Information collected

In connection with patient messaging, we may collect patient name, mobile number, appointment and scheduling details, messaging preferences, evidence of consent and withdrawal, and records of messages or replies.

2. Why we use this information

We use this information to provide patient-authorized appointment reminders and confirmations, scheduling updates, hygiene recall communications, relevant administrative follow-ups, and responses to patient questions. Marketing or promotional texts may be sent only to individuals who separately authorize such messages.

3. Mobile information and SMS consent

No mobile information or SMS opt-in consent information will be sold or shared with third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent are excluded from any sharing for third-party marketing. Consent for one practice or purpose is not automatically consent for a different practice or campaign.

4. Technology providers

We may use vendors that process communications on our behalf, such as patient messaging and practice management technology providers, to deliver authorized communications and support services. Such access is limited to services performed on our behalf and is subject to applicable confidentiality, security, and legal requirements. We do not authorize these service providers to use SMS consent records for their independent marketing.

5. Patient choices

Informational and marketing SMS preferences are independent. Patients may decline marketing while choosing to receive scheduling reminders. Reply STOP to unsubscribe from messages, reply HELP for assistance, or contact the office to discuss or update message preferences.

6. Security, privacy and retention

We employ appropriate administrative, technical and physical safeguards and follow applicable privacy obligations, including HIPAA where applicable. SMS is not an appropriate channel for emergencies or detailed sensitive health information. Records are maintained for legitimate business, compliance and operational

purposes in accordance with applicable retention requirements.

7. Questions and changes

For questions about SMS information and privacy, contact Upper Gwynedd Dental Arts at 215-855-3400 or 1117 South Broad Street, Lansdale, PA 19446. This policy may be revised; updated versions will be published on our website.

8. Related SMS terms

SMS Terms & Conditions (proposed website address):

<https://www.ugdasmile.com/sms-terms-and-conditions>

This is an SMS-specific supplemental policy, not a complete HIPAA notice or general website privacy policy. The proposed URL must be published before 10DLC submission.