

Privacy Policy for Delmar Family Dentistry

Last Updated: July 9, 2025

At Delmar Family Dentistry ("we," "us," or "our"), we are committed to protecting your privacy and maintaining the highest standards of data security. This Privacy Policy outlines how we collect, use, and safeguard your personal information when you visit our website, delmarbrushes.com. By using our website, you consent to the practices described in this policy.

1. Information We Collect

We may collect the following types of information:

- **Personal Information:** Name, email address, phone number, and other contact details when you submit forms (e.g., appointment requests, newsletter sign-ups).
- **Non-Personal Information:** Browser type, IP address, device information, and browsing behavior through cookies and analytics tools.

2. How We Use Your Information

Your information may be used for the following purposes:

- To respond to inquiries, schedule appointments, or provide customer support.
- To send newsletters, promotions, or updates (with your consent).
- To improve our website, services, and user experience.
- To comply with legal obligations or protect against fraudulent activity.

SMS Communications:

If you consent to receive SMS from Delmar Family Dentistry, you agree to receive appointment reminders, promotional offers, and other service-related messages from us. Reply **STOP** to unsubscribe; reply **HELP** for assistance. Message and data rates may apply. Messaging frequency may vary. Visit our Privacy Policy and Terms and Conditions for more details.

3. Data Security & Compliance

We prioritize the security of your personal information and maintain compliance with industry standards:

- **SOC 2 Compliance:** Our practice management system, Dentrix Ascend, is SOC 2 Type II certified, ensuring enterprise-level security for your protected health information (PHI). Learn more about Dentrix Ascend's security features [here](#).
- We implement administrative, technical, and physical safeguards to protect your data against unauthorized access or disclosure.

4. Sharing of Information

We do not sell, trade, or share your personal information with third parties for marketing purposes. However, we may disclose information to:

- Trusted service providers assisting with website operations (e.g., hosting, analytics).
- Legal authorities if required by law or to protect our rights.

Opt-In Consent:

"No mobile opt-in message consent will be shared with third parties or affiliates for marketing purposes."

5. Cookies and Tracking Technologies

Our website uses cookies to enhance functionality and analyze trends. You can disable cookies in your browser settings, but some features may not work properly.

6. Your Rights

You may:

- Request access to or deletion of your personal data.
- Opt out of marketing communications (via unsubscribe links or SMS commands like **STOP**).
- Disable cookies through your browser.

7. Changes to This Policy

We may update this Privacy Policy periodically. Changes will be posted on this page with an updated revision date.

8. Contact Us

For questions or requests regarding your privacy, contact us at:

Email: office@delmarbrushes.com

Phone: 518-439-9994

Address: 274 Delaware Ave Delmar, NY 12054

Accessibility:

This Privacy Policy is linked in the footer of every page on our website for easy access.

Thank you for trusting Delmar Family Dentistry with your care.

Note: This policy supplements (but does not replace) our HIPAA Notice of Privacy Practices for protected health i