

# Privacy Policy

At Roark Orthodontics, your privacy is important to us. This Privacy Policy outlines how we collect, use, and protect your personal information, particularly in relation to our text messaging communications.

## 1. Information Collection and Use

We may collect personal information such as your name, phone number, and other relevant contact details when you:

- Schedule an appointment
- Sign up for updates or promotional offers
- Communicate with us via our website, phone, or SMS

This information is used solely to support the services we provide, including appointment reminders, relevant updates, and other patient-related communications.

## 2. Consent

By providing your phone number and opting in to receive text messages from Roark Orthodontics, you consent to receive SMS communications regarding appointments, services, and other relevant information.

**Mobile information will not be shared with third parties for marketing purposes.** However, information may be shared with third-party service providers only as necessary to deliver our services (e.g., appointment reminder platforms), and always in compliance with applicable privacy regulations.

## 3. Opt-Out Instructions

We respect your right to control your communication preferences.

**If you wish to stop receiving text messages from Roark Orthodontics, you can opt out at any time by replying STOP to any of our messages.** After opting out, you will no longer receive SMS communications unless you re-enroll.

## 4. Data Security

We implement appropriate technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction.

## **5. Changes to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated revision date.

## **6. Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact us at:

**Roark Orthodontics**

[www.roarkortho.com](http://www.roarkortho.com)



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