

Last Updated on: February 25, 2025

Dental City SMS Communications Privacy Policy

*****Important Notice: This Policy is for SMS communications only. This Policy does not supersede Dental City's Privacy Policy available at <https://dentalcity.com/PDF/Privacy-Policy-May-2023.pdf>.*****

Introduction

ICP, Inc., d/b/a Dental City (“Dental City”, “we” and “us”) has created this policy (the “Policy”) in order to demonstrate its firm commitment to its customers’ privacy. The following discloses Dental City’s personal information gathering and dissemination practices when communicating with us via SMS communications. This Policy does not apply to personal information collected by any third party, including our affiliates and subsidiaries, through any content that may link or be accessible from SMS communications.

Dental City recognizes that customers may be concerned about the personal information they provide to Dental City and how we handle that personal information. This Policy describes the types of personal information Dental City collects from and about you through SMS communications. This Policy explains how Dental City may use and disclose such personal information, as well as your ability to control certain uses of it. By opting in to receive SMS communications from Dental City, you agree to the terms outlined in this Policy and our SMS Terms and Conditions. Message and data rates may apply. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.

Messaging Practices

Dental City issues SMS communications for both single-use and recurring campaigns depending on user opt-in preferences. Recurring campaign messaging frequency may vary.

Information We Collect

When you opt in to receive SMS communications from Dental City, we collect your phone number and any other necessary information to communicate with you via text message. This information is *not* shared with third parties for marketing and promotional purposes. We respect your privacy and are committed to keeping your data secure.

Use of Personal Information

We may use or disclose the personal information we collect for one or more of the following purposes:

- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to request a price quote or ask a question about our products or services, we will use that personal information to respond to your inquiry. If you provide your personal information to purchase a product or service, we will use that information to

process your payment and facilitate delivery. We may also save your information to facilitate new product orders or process returns.

- To create, maintain, customize, and secure your account with us.
- To process your requests, purchases, transactions, and payments.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

Your Rights

You have the following rights concerning your personal information:

- You can request access to the personal information we hold about you.
- You can request corrections to inaccurate or incomplete personal information.
- You can request deletion of your personal information under certain circumstances.
- You can opt-out of receiving SMS communications from us at any time.

Exercising Your Rights

To exercise your rights, please submit a request by either:

- Call us at 1-800-353-9595.
- Email us at help@dentalcity.com.
- Reply STOP to the message you received.
- Reply HELP to the message to learn how to receive help.

Changes to This Policy

Dental City reserves the right to update or modify this Policy at any time without prior notice. Those changes will go into effect on the “Last Updated Date” shown in the revised Policy. Any changes will be posted on our Site, and the revised Policy will be effective immediately upon posting.

Contact Us

If you have any questions, concerns, or requests regarding this Policy, please contact us at help@dentalcity.com.