

Online Privacy Policy

Carolina Oral & Facial Surgery, PA (“Company,” “we,” “our,” or “us”) respects your privacy and is committed to protecting your personal and health information. This Online Privacy Policy outlines how we collect, use, and safeguard your information when you visit or use the website, www.carolinaofs.com, and any of its pages (collectively, the “Website”) and our practices for collecting, using, maintaining, protecting, and disclosing that information. In addition to this policy, users of the Website should consult the Terms of Use (posted on this website) as well as any product-specific terms and conditions that apply. If you are providing and/or submitting protected health information or PHI through the Website, please also review the Notice of Privacy Practices (“NPP”) specifically related to patient information, also located on this website.

Our Online Services are intended for a United States audience. Any Information provided to us, including any personal Information, will be processed by a computer server located within the United States.

By using our Website, you consent to our collection, use, disclosure, and storage of Information as described in this Privacy Policy.

This policy applies to information we collect:

- Through the Website.
- In email and other electronic messages between you and the Website.
- When you interact with our advertising and applications on third-party websites and services if those applications or advertising include links to this policy.

It does not apply to information collected by:

- Any other website operated by the Company or any third party (including our affiliates and subsidiaries); or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. By accessing or using the Website, you accept and agree to be bound and abide by this privacy policy. This policy may change from time to time. See the date provided at the close of this policy for the last update. Your continued use of the Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Children Under the Age of 18

Our Website, is not intended for children under 18 years of age. No one under the age of 18 may provide any information (personal or otherwise) to or on the Website. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on this Website or through any of its features, register on the Website (if applicable), make any purchases through the Website (if applicable), or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at swilliams@carollinaofs.com. Residents of certain states under 13, 16, or 18 years of age may have additional rights regarding the collection of their personal information. Please see Your State Privacy Rights for more information.

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, e-mail address, telephone number, and other identifiers by which you may be contacted online or offline (“personal information”); and/or
- About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the Website. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
- From third parties, for example, applicant tracking systems, insurance companies, and job websites.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking).

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- **Web Beacons.** Pages of our Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related statistics (for example, recording the popularity of certain content on the Website and verifying system and server integrity).

Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements, on the Website are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across devices and different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

Google Analytics collects personal data through the Website, including through the use of cookies. For information about how Google Analytics collects and processes data, please visit: <https://policies.google.com/technologies/partner-sites>. To opt out of having your information used by Google Analytics, please visit : <https://tools.google.com/dlpage/gaoptout/>. For more information, please visit Google's privacy policy at: <https://policies.google.com/privacy?hl=en&fg=1>.

We also use Meta and Google Ads conversion tracking.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To perform advertising and marketing.
- To understand how our visitors use the Website and to improve and optimize their content, function, services, and presentation.
- To maintain the Website and troubleshoot problems.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect, or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To individuals to whom you have authorized us to disclose your private health information.
- To contractors, service providers, and other third parties we use to support our business, including advertising networks, applicant tracking systems, customer engagement platforms, data analytics providers, insurance companies, marketing automation and text and email communication platforms, payment processors or collections agencies, social networks (including links to our Facebook, Instagram, and Pinterest pages), tag management systems, technology providers, video sharing platforms (including YouTube- for more information about YouTube’s collection of information, see Google’s privacy policy at: <https://www.google.com/policies/privacy>), and web mapping platforms (our Website may include Google Maps features and content. Google Maps may collect users’ IP address, latitude and longitude coordinates, and search terms. For more information, please visit Google’s privacy policy, available at: <https://policies.google.com/privacy>).
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company’s assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our Website users is among the assets transferred.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others.

Accessing and Correcting Your Information

You may send us an email at swilliams@carolinaofs.com to request access to, correct, or delete any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Data Security and Retention

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

We retain your information for as long as needed: (i) to conduct business with you; (ii) as needed for the purposes outlined in this Privacy Policy; and (iii) as necessary to comply with our legal obligations, resolve disputes, and enforce any agreements.

Marketing and Communications

We may use your information to send you electronic newsletters or promotional emails, unless you have requested not to receive such promotional communications from us or doing so would be prohibited by applicable law. If you fill out a form on the Website to receive a piece of content, we may collect information regarding your interactions with that content (e.g., clicking on content). We may also collect information about you that is publicly available on the Web which is then tied to the information you provided to us (e.g., email address, name) or otherwise collected about you.

By providing your phone number, you consent to receive SMS communications from Carolina Oral & Facial Surgery, PA. or contracted affiliates that may include :

- Appointment confirmations and reminders
- Post-operative care instructions
- Limited promotional offers (only with express opt-in)

Your rights:

- Message and data rates may apply
- Frequency varies by patient interaction
- Text “STOP” to unsubscribe at any time

We will never sell or share your phone number. SMS is used solely for appointment reminders, pre/post-op updates, and optional marketing messages.

You agree we may contact you in any way, including SMS messages (text messages), calls using prerecorded messages or artificial voice, and calls and messages delivered using auto telephone dialing system or an automatic texting system.

Automated messages may be played when the telephone is answered whether by you or someone else. In the event that an agent or representative of Company calls, he or she may also leave a message on your answering machine, voice mail, or send one via text. You certify that the telephone numbers that you have provided, are in fact your contact numbers, and you agree to receive calls at each phone number you have provided to us. You agree to promptly alert Company in the event that you stop using a particular phone number. Your cell/mobile telephone provider will charge you according to the type of account you carry with those companies. You agree that Company may contact you by email, using any email address you have provided or that you provide in the future. Company may listen to and/or record calls between you and any representative without notice, as permitted by applicable laws. For example, we listen to calls to monitor for quality and training purposes.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page with a notice that the privacy policy has been updated on the home page of the Website. If we make material changes to how we treat our users' personal information, we will notify you in accordance with applicable law. The date the privacy policy was last revised is identified at the end of this policy. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

Carolina Oral & Facial Surgery, PA
Attn: Compliance Officer, Suzanne L. Williams, MHA
39 Brendan Way
Greenville, SC 29615
or via email at

swilliams@carolinaofs.com