



## **COMMUNICATIONS POLICY**

### **LAST UPDATED**

July 19, 2019

Affordable Care, LLC (“we,” “us,” “our,” or “Affordable Care”), maintains this Communications Policy (“Communications Policy”), which applies to communications between us and you (“you” or “your”), whether such communications occur through our website, <http://www.affordabledentures.com/> (“Site”), our calls, our text messages, our e-mail marketing campaigns, and/or any other digital advertising (collectively, Our “Services”).

This Communications Policy informs you of our communications practices, as well as those of Our affiliated dental practices located throughout the United States (“Affiliated Dental Practices”), regarding the collection and use of your information and how we may communicate with you. This Communications Policy is effective when we contact you, you use our Services or WHENEVER you provide your information to us, or our Affiliated Dental Practices, including but not limited to, when you provide Your information in-person, online, over the phone, in a text message, in an e-mail, through a written letter, or otherwise by some other means or manner (“Provide Information”). You should read this Communications Policy carefully before you use our Services or before you Provide Information. By using our Services, or by Providing Information, you accept and agree to be bound by this Communications Policy.

### **1. INFORMATION WE COLLECT AND HOW WE COLLECT IT**

Affordable Care and our Affiliated Dental Practices obtain information about you in order to conduct business, to develop comprehensive statistics, to serve you better, and for other business-related purposes.

- We collect information about users of our Site.
- We also collect information through any correspondence that you provide to us whether through standard mail, e-mail, call(s), or text message(s). Information that you provide might include but is not limited to the following: (a) first and last names, (b) demographic information, (c) mailing address(es), (d) e-mail address(es), (e) phone number(s), (f) credit card number(s), and (g) other information, collectively “Personal Information.”
- We collect information when you visit one of Our Affiliated Dental Practices and Provide Information, including but not limited to, through interviews, through patient forms, and through other similar documentation and exchanges.
- We also obtain information about you from third parties, including other businesses with whom we have advertising, professional, or other business relationships.

The information we collect automatically may be aggregated with other information. It may also be combined with associated Personal Information that you provide directly to us, to Our Affiliated Dental Practices, or that we receive from third parties.

### **2. TEXT MESSAGES / SMS**

You acknowledge and agree that we may send you appointment reminder text messages (“Appointment Reminder”), survey request text messages (“Survey Request”), promotions and advertising calls and text messages (“Promotions”), and all related calls and short message service communications (“SMS”) from

us. By agreeing to this Communications Policy and by providing your phone number to us or to one of our Affiliated Dental Practices, YOU AGREE that you are providing your express, written consent to receive Promotions calls and text messages. YOU FURTHER ACKNOWLEDGE AND AGREE THAT Promotions may include calls and text messages containing information, related to new product news, discounts, promotions, and special opportunities, from us and our business associates. You will not receive more than eight (8) Promotions text messages per month. Message and data rates may apply. You may opt out or unsubscribe from Promotions text messages at any time by texting any of the following to 81270: "STOP," "END," "CANCEL," "UNSUBSCRIBE," or "QUIT."

By agreeing to this Communications Policy and by providing your mobile phone number to us or to one of our Affiliated Dental Practices, YOU AGREE, you also consent to receive Appointment Reminder and Survey Request text messages from us and our business associates. You will not receive more than three (3) Appointment Reminder text messages a week or more than one (1) Survey Request text message, following a visit to one of our Affiliated Dental Practices. Message and data rates may apply. You may opt out or unsubscribe from Our text messages at any time by texting any of the following to 81270: "STOP," "END," "CANCEL," "UNSUBSCRIBE," or "QUIT."

YOU UNDERSTAND AND AGREE THAT CALLS AND TEXT MESSAGES MAY BE GENERATED BY USING AUTOMATIC TELEPHONE DIALING SYSTEMS AND OR ARTIFICIAL VOICE OR PRERECORDED MESSAGE. YOUR CONSENT TO RECEIVE CALLS AND TEXT MESSAGES IS NOT REQUIRED TO MAKE A PURCHASE OR TO ORDER A SERVICE.

Supported carriers:

AT&T, Sprint, T-Mobile®, Verizon Wireless, Boost, Cricket, MetroPCS, U.S. Cellular, Virgin Mobile, ACS Wireless, Appalachian Wireless, Bluegrass Cellular, Carolina West Wireless, Cellcom, C-Spire Wireless (formerly CellSouth), Cellular One of East Central Illinois, Cincinnati Bell Wireless, Cross (dba Sprocket), Duet IP, Element Mobile, EpicTouch, GCI Communications, Golden State, Hawkeye (Chat Mobility), Hawkeye (NW Missouri Cellular), Illinois Valley Cellular, Immix (Keystone Wireless / PC Management), Inland Cellular, iWireless, Mobi PCS (Coral Wireless LLC), Mosaic, MTPCS / Cellular One (Cellone Nation), Nex-Tech Wireless, nTelos, Panhandle Telecommunications, Peoples Wireless, Pioneer, Plateau, Revol Wireless, Rina - Custer, Rina - All West, Rina - Cambridge Telecom Coop, Rina - Eagle Valley Comm, Rina - Farmers Mutual Telephone Co, Rina - Nucla Nutria Telephone Co, Rina - Silver Star, Rina - South Central Comm, Rina - Syringa, Rina - UBET, Rina - Manti, South Canaan / CellularOne of NEPA, Thumb Cellular, Union Wireless, United, Viera Wireless, West Central Wireless, Leaco, Nemont/Sagebrush. T-Mobile is not liable for delayed or undelivered messages.

You may contact us for help or support by texting "HELP" to **81270**; by sending an e-mail to [reminder@affordabledentures.com](mailto:reminder@affordabledentures.com) or, by calling 1-800-336-8873.

You may use the following information to contact us:

Attention: Communications Policy  
Affordable Care, LLC  
629 Davis Drive, Suite 300  
Morrisville, NC 27560  
1-800-336-8873  
[reminder@affordabledentures.com](mailto:reminder@affordabledentures.com)

### **3. THE USE OF YOUR INFORMATION**

We and our Affiliated Dental Practices collect and process information about you in order to conduct our business operations, to provide our Services to you, to inform and make available products and services that may be of interest to you, and for the development of statistics and profiles. We make use of your information to enhance, improve, operate, maintain, and update the Services (including but not limited to, our programs and our systems). We might also make use of your information to prevent fraudulent use of the Services, or to maintain a record of our relationship, interactions, and transactions with you.

We combine the information that we receive; for example, we combine information we receive online with information we receive offline; and we combine information we collect from you with information We receive from our Affiliated Dental Practices and from third parties.

The information you provide will be used to contact you from time to time, for example to notify you about functionality changes to the Services or terms changes to this Policy, and to offer products or services that you may find helpful (provided that you have not opted out of receiving such notices). Unless you have specifically authorized us in writing to do so, we will never share your information with third parties for their marketing, sales, or advertising purposes, nor will we use your information to market, sell, or advertise any third-party item or service where we receive financial remuneration in exchange for making the communication.

We may, from time to time, also use your information to:

- Deliver any products or services requested by you
- Manage and attend to our relationship with you
- Communicate with you
- Measure, assess, analyze, and review the efficacy of our advertising, this Site's content, our services and products, and other related assessments
- Perform our obligations and enforce our rights
- Fulfill any other purpose for which you have consented and have provided information to Us

### **4. DISCLOSURE AND EXCHANGE OF INFORMATION**

As stated above, when you Provide Information to Us or to Our Affiliated Dental Practices, you are consenting to receive e-mail information, call(s), text messaging, or other forms of direct communications about our Services. Additionally, by Providing Information, you are consenting to release any provided information and/or data to us, to our Affiliated Dental Practices, or to a third party, subject to the obligations outlined in our HIPAA Notice of Privacy Practices.

BY PROVIDING INFORMATION, YOU ACKNOWLEDGE THAT YOU HAVE READ THIS COMMUNICATIONS POLICY, AND YOU AGREE TO BE BOUND BY ALL APPLICABLE TERMS AND CONDITIONS.