Sense Dental Center | Website Legal Policies

Official website: https://mysense.us | Office: 500 N Semoran Blvd, Orlando, FL 32807 | Telephone: (407) 277-6272

Privacy Policy

Effective date: November 6, 2026

Scope and Identity

This Privacy Policy describes how Sense Dental Center ("we," "our," or "us") collects, uses, discloses, retains, and protects information through https://mysense.us, online forms, telephone and messaging interactions, and related administrative services. The clinical practice entity responsible for protected health information (PHI) may differ from the website operator. Our HIPAA Notice of Privacy Practices separately governs PHI held by a HIPAA covered entity. In a conflict concerning PHI, applicable law and the Notice of Privacy Practices control.

Information We Collect

We may collect contact details (name, email, mailing address, telephone number); appointment requests and preferences; communications and customer service records; billing and payment-related details handled through authorized processors; insurance information provided for eligibility inquiries; website activity (IP address, device/browser details, pages visited, cookies and similar technologies); and information voluntarily supplied in forms. Medical or dental information submitted to us may constitute PHI and receives additional protections. Please do not submit sensitive medical details through unsecured public forms.

Sources of Information

Information may come directly from you, your authorized representative, our practice personnel, scheduling and communications platforms, referral sources, insurers, service providers, and permitted affiliated practices, subject to legal restrictions and appropriate authorization.

How We Use Information

We use information to respond to inquiries; schedule and coordinate care; manage patient service, billing, insurance verification and administrative operations; improve accessibility, service quality and website performance; maintain security and prevent fraud; comply with legal obligations; conduct lawful business analytics; and send communications and promotions only where permitted by law and, where required, after obtaining appropriate consent or authorization.

Affiliates, Operational Partners, and Authorized Vendors

We may disclose non-PHI personal information to entities under common ownership or management, affiliated dental practices, dental support organizations, and authorized operational vendors solely as reasonably necessary for patient experience, service coordination, analytics, technology support, quality improvement, and legally permitted marketing for the originating practice. Recipients must act within the purpose and authority granted to them, and appropriate contracts and safeguards apply. We do not grant independent external commercial partners unrestricted rights to market to our patients. Sharing PHI among

separately regulated entities is not automatically permitted merely because they are affiliated: treatment, payment, health care operations, organized health care arrangements, business associate agreements, and authorizations are assessed as applicable.

HIPAA and Marketing Restrictions

We do not sell patient lists or disclose PHI to independent parties for their own marketing. PHI may be used or disclosed for treatment, payment, health care operations, or other purposes permitted by HIPAA. Uses or disclosures of PHI for marketing that require a HIPAA authorization will not occur without a valid, separate written authorization meeting legal requirements. Signing up for SMS or agreeing to this website policy is not a substitute for a HIPAA authorization. Where an authorization is required, refusal will not be a condition of treatment except where law expressly permits.

Mobile Information and SMS Consent - Important

We do not sell or share mobile phone numbers, SMS opt-in data, or text messaging consent with third parties or affiliates for their own marketing or promotional purposes. SMS consent is specific to the identified sender and is not transferred to another affiliated practice. Authorized messaging providers may process this information only to deliver messages on our behalf under applicable safeguards; they may not use it for independent marketing. This restriction applies notwithstanding any other sharing language in this Policy.

SMS and Other Communications

With applicable consent, we may send appointment reminders, scheduling messages, service notifications, and separately opted-in marketing messages. Message frequency varies. Message and data rates may apply. Reply STOP to opt out of the relevant SMS program and HELP for assistance. Consent to marketing texts is optional and is not a condition of receiving dental services. Refer to our SMS Terms & Conditions at https://mysense.us/assets/legal/sense-dental-center-website-legal-policies.pdf. We honor applicable email unsubscribe and communication preference requests.

Cookies, Analytics and Advertising

Our website may use strictly necessary cookies and, if actually enabled, analytics and advertising technologies to measure usage and improve campaigns. These technologies may involve third-party service providers. We do not knowingly transmit PHI, appointment details, or other sensitive health information to advertising platforms without a lawful basis and required safeguards. Cookie settings and browser controls may limit certain technologies. We will provide additional choices or notices where applicable law requires. The exact vendor and cookie inventory should be verified before publication.

Data Security

We use administrative, technical, and physical safeguards designed to protect information, including access controls, workforce training, and appropriate vendor oversight. No internet transmission or system is guaranteed completely secure. Where HIPAA applies, safeguards and breach response obligations are governed by applicable HIPAA requirements.

Retention

We retain information for as long as reasonably needed for the purposes described, legal and professional recordkeeping obligations, dispute resolution, security, and contractual duties. Dental records and related PHI follow applicable Florida and federal requirements and payer contracts; deletion requests cannot override mandatory retention requirements.

Your Choices and Rights

You may request correction of contact details, unsubscribe from marketing email, reply STOP to opt out of SMS, and inquire about applicable access, amendment, accounting, restriction, confidential communication, or other rights under HIPAA. Depending on applicable privacy laws, additional rights may apply. We verify identity before responding and may deny or limit a request where law permits or requires. To exercise rights, contact the practice using the information below or the privacy contact identified in the applicable Notice of Privacy Practices.

Children and Parents

Our website is not intended to solicit personal information directly from children under 13 without legally sufficient parental involvement. Parents or legal guardians should submit inquiries for minors. Clinical records of minors are handled under applicable health privacy and Florida laws.

External Websites and Service Providers

Links to payment, financing, scheduling, review, insurance, or other external sites may lead to independent providers with their own terms and privacy practices. We are not responsible for their independent practices. Service providers handling PHI on our behalf must have appropriate business associate arrangements when required.

Cross-Border Processing

Authorized personnel and vendors may provide administrative or technology support from locations outside Florida or the United States. Any access to PHI must be assessed for HIPAA compliance, minimum-necessary access, contractual safeguards, security, and applicable transfer restrictions. We do not promise that all information stays within the United States.

Changes and Contact

We may revise this Policy by posting an updated version and effective date. For privacy inquiries contact Sense Dental Center, 500 N Semoran Blvd, Orlando, FL 32807, telephone (407) 277-6272. Privacy email: info@mysense.us. For PHI questions, consult the practice HIPAA Notice of Privacy Practices and its designated privacy contact.

Website Terms & Conditions

Effective date: November 6, 2026

Acceptance and Scope

By accessing https://mysense.us, you agree to these Website Terms & Conditions. These terms govern website use only; they do not replace patient consent forms, treatment agreements, financial policies, HIPAA notices, or any other legally required clinical documents.

No Medical Advice or Patient Relationship

Website materials are for general education and informational purposes only, not diagnosis, emergency guidance, or a substitute for an examination by a licensed dentist. Submitting an inquiry or appointment request does not by itself establish a dentist-patient relationship.

Scheduling and Availability

Online appointment requests are not confirmed until acknowledged by the office. Hours, providers, insurance participation, fees, financing availability, and services may change. Any clinical decision requires an individual assessment.

Emergencies

Do not use this website, online forms, or SMS for emergencies. For a medical emergency call 911. For urgent dental concerns, call the practice at (407) 277-6272 and follow the office instructions.

Accuracy and User Conduct

You agree to provide accurate information, avoid unauthorized access, refrain from submitting malicious code, and use the website only for lawful purposes. We may restrict access where reasonably necessary for safety or security.

Intellectual Property

Content, design, graphics, trademarks, and other materials are owned by us or their licensors. No license is granted beyond ordinary personal, noncommercial website use, except as otherwise authorized.

Third-Party Links and Tools

External scheduling, payment, financing, communication, and other tools may have separate terms and privacy notices. We are not responsible for independent third-party content or policies.

Electronic Communications and SMS

Operational communications are governed by applicable law. Promotional SMS requires the applicable opt-in and is not a condition of treatment. For messaging program details, see https://mysense.us/assets/legal/sense-dental-center-website-legal-policies.pdf. Our Privacy Policy is at https://mysense.us/assets/legal/sense-dental-center-website-legal-policies.pdf.

No Warranty; Liability Limits

To the extent allowed by law, the website is offered as available without a guarantee of uninterrupted or error-free operation. We are not liable for indirect or consequential website-use damages to the extent lawful. Nothing here limits statutory patient rights, claims for professional negligence, or liability that cannot legally be excluded.

Privacy and Governing Law

Information is handled under our Privacy Policy and applicable health privacy laws. These Terms are governed by Florida law and applicable federal law, subject to mandatory consumer protections.

Changes and Contact

We may update these Terms by posting revisions. Questions: Sense Dental Center, 500 N Semoran Blvd, Orlando, FL 32807, (407) 277-6272; email info@mysense.us.

SMS Terms & Conditions

Effective date: November 6, 2026

Program and Sender

Sense Dental Center offers text messaging for appointment scheduling, confirmations, reminders, follow-up customer service, office notices, and, if you separately opt in, promotional offers and marketing. Messages are sent on behalf of Sense Dental Center; consent for another clinic or affiliate is not automatically consent for this program.

How to Join

You may opt in through an unchecked consent checkbox on an online form, a properly documented paper form, or another verifiable method disclosed by the practice. Transactional and promotional messaging consents are collected separately where appropriate. Consent is not a condition of purchase or dental treatment.

Frequency and Fees

Message frequency varies with appointment activity and selected communications. For promotional messages, frequency varies according to active campaigns. Message and data rates may apply. Confirm any campaign-specific frequency disclosed at enrollment.

Opt Out - STOP

Reply STOP to any program message to opt out. You may receive one final confirmation text. If you have multiple distinct programs, opting out of one may not automatically unsubscribe you from all other programs; contact the practice to request a broader preference update.

Help - HELP

Reply HELP for assistance or call (407) 277-6272. You can also contact info@mysense.us.

Privacy and Sharing

We do not sell or share mobile numbers, SMS opt-in data, or messaging consent with third parties or affiliates for their independent marketing or promotional purposes. Authorized processors may handle this information only to deliver the messaging program for us. See https://mysense.us/assets/legal/sense-dental-center-website-legal-policies.pdf.

Delivery and Security

Carriers are not liable for any delayed or undelivered messages. Delivery is not guaranteed. Standard SMS may not be encrypted end to end. Do not send medical histories, diagnoses, payment card details, or other sensitive information by ordinary text; ask for an approved secure channel.

Eligibility and Changes

You must be authorized to use the mobile number provided. We may suspend or modify the program subject to applicable law and notice requirements. The latest terms will appear at https://mysense.us/assets/legal/sense-dental-center-website-legal-policies.pdf.

Contact

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