

LAFAYETTE

PEDIATRIC DENTISTRY

Website Privacy Policy

Effective date: 1st day of October, 2025

Lafayette Pediatric Dentistry (“the Practice”) is committed to protecting the privacy of users of the websites **nocavitykids.com** and **lafayettepediatricdentistry.com** (the "Site"), which are owned and operated by Lafayette Pediatric Dentistry. This privacy policy describes how we collect, use, and disclose patient information, specifically obtained through the Site. The application of this policy is limited to the Site only, and does not apply to information collected via other means.

This Privacy Policy does not replace, but is issued in addition to, our Notice of Privacy Practices, also available on our website, which explains how we use, store, and disclose your protected health information (“PHI”) under the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”) and its regulations.

The Practice can be contacted at:

info@nocavitykids.com
(337) 443-9944
1512 Camellia Blvd. Lafayette, LA 70508

Purpose

The purpose of this privacy policy (this "Privacy Policy") is to inform users of our Site of the following:

1. The personal data we will collect;
2. Use of collected data;
3. Who has access to the data collected; and
4. The rights of Site users.

Consent

Your usage of this site signifies your acceptance of the Privacy Policy and your consent to your collection, use, and disclosure of your information accordingly.

Personal Data We Collect

We only collect data that helps us achieve the purpose set out in this Privacy Policy. We will not collect any additional data beyond the data listed below without notifying you first.

- Data Collected Automatically

When you visit and use our Site, we may automatically collect and store the following information:

Usage information, such as IP address, referring URL, links clicks and pages visited, cookies, and/or personal browser settings. This information is collected through usage of tools such as cookies, pixels, or widgets which sometimes forward usage information to relevant third parties to help the Practice optimize customer experience

- Data Collected in a Non-Automatic Way

We may also collect the following data when you perform certain functions on our Site:

Demographic info (Name, Address, Contact info, Insurance info, etc.) through patient-entered forms, appointment request function, and/or chat function through our website.

How We Use Personal Data

Data collected on our Site will only be used for the purposes specified in this Privacy Policy or indicated on the relevant pages of our Site. We will not use your data beyond what we disclose in this Privacy Policy.

The data we collect automatically may be used for the following purposes:

1. To transact business with patients, such as scheduling appointments.
2. To respond to inquiries you may make through our website or chat function.
3. To analyze traffic to our website
4. Marketing purposes to provide better, more tailored customer service.
5. To understand how visitors interact with our site, which helps improve the site, providing a better customer experience.
6. To research customer interests and behaviors
7. To comply as needed with any legal, contractual, or regulatory obligation as set forth by governmental or other authorities
8. To investigate any security breaches
9. To protect the Practice's privacy and safety as well as patient privacy and safety when deemed necessary.
10. For any other purpose with patient/guardian consent.

Who We Share Personal Data With

- **Employees**

We may disclose user data to any member of our organization who reasonably needs access to user data to achieve the purposes set out in this Privacy Policy.

- **Third Parties**

We may share user data with the following third parties:

1. Contractors or agents used to communicate appointment information, i.e. reminders, with patients/guardians.
2. Contractors or agents used for marketing purposes to optimize customer experience.
3. Healthcare professional colleagues who collaborate in patient care (i.e. orthodontists, pediatricians).
4. Any third party authorized by patient/guardian.

Third parties will not be able to access user data beyond what is reasonably necessary to achieve the given purpose

Other Disclosures

We will not sell or share your data with other third parties, except in the following cases:

1. If the law requires it
2. If it is required for any legal proceeding
3. To prove or protect our legal rights
4. To buyers or potential buyers of this company in the event that we seek to sell the company.

If you follow hyperlinks from our Site to another Site, please note that we are not responsible for and have no control over their privacy policies and practices.

Cookies

Our Site uses cookies to obtain information about browsing activities of our Site users. This allows us to ensure an optimal customer experience and make improvements as needed to make the Site more user-friendly. Cookies are small amounts of data sent by a website and stored on your browser to provide user insights and improve usage experience. You have the ability to decline cookies or adjust your internet browser settings to accept certain cookies. Declining cookies make limit your experience with our Site.

How Long We Store Personal Data

User data will be stored for 7 years after a patient has left the practice. You will be notified if your data is kept for longer than this period.

How We Protect Your Personal Data

In order to protect your security, we use the strongest available browser encryption and store all of our data on servers in secure facilities. All data is only accessible to our employees or third parties you have consented to share information with, such as collaborating health care providers. Our employees are bound by strict confidentiality agreements and a breach of this agreement would result in the employee's termination.

While we take all reasonable precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. The Internet as a whole can be insecure at times and therefore we are unable to guarantee the security of user data beyond what is reasonably practical.

Children

The minimum age to use our website is 18 years of age. We do not knowingly collect or use personal data from children under 13 years of age. If we learn that we have collected personal data from a child under 13 years of age, the personal data will be deleted as soon as possible. If a child under 13 years of age has provided us with personal data their parent or guardian may contact our privacy officer.

How to Access, Modify, Delete, or Challenge the Data Collected

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data and to who we disclosed your personal data, or if you would like your data to be deleted or modified in any way, please contact our privacy officer here:

Anita Gouri
info@nocavitykids.com
(337) 443-9944
1512 Camellia Blvd.
Lafayette LA 70508

How to Opt-Out of Data Collection, Use or Disclosure

In addition to the method(s) described in the *How to Access, Modify, Delete, or Challenge the Data Collected* section, we provide the following specific opt-out methods for the forms of collection, use, or disclosure of your personal data specified below:

- You can opt out of automated appointment reminders from our third party either verbally or electronically.

Modifications

This Privacy Policy may be amended from time to time in order to maintain compliance with the law and to reflect any changes to our data collection process. When we amend this Privacy Policy we will update the "Effective Date" at the top of this Privacy Policy. We recommend that our users periodically review our Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

Contact Information

If you have any questions, concerns or complaints, you can contact our privacy officer, Anita Gouri, at:

info@nocavitykids.com
(337) 443-9944
1512 Camellia Blvd.
Lafayette LA 70508