

WEBSITE PRIVACY POLICY

Perez Orthodontics

Last Updated: August 27, 2026

Perez Orthodontics ("Perez Orthodontics," "we," "us," or "our") respects your privacy. This Website Privacy Policy explains how information may be collected, used, and disclosed when you visit **perezorthodontics.com** (the "Website").

This Website Privacy Policy applies to information collected through the Website. It is separate from our **Notice of Privacy Practices**, which describes how Perez Orthodontics may use and disclose protected health information ("PHI") and your rights regarding that information under the Health Insurance Portability and Accountability Act ("HIPAA") and other applicable laws.

1. Information You Provide to Us

You may choose to provide information to Perez Orthodontics when you contact us or use features available through the Website.

Depending on how you interact with the Website, information you provide may include:

- Your name;
- Telephone number;
- Email address;
- Appointment-related information;
- Information submitted through a contact or appointment request; and
- Other information you voluntarily provide to us.

Please do not submit sensitive medical or health information through ordinary, unsecured website communications unless you are specifically directed to an appropriate secure patient communication feature.

2. Patient and Health Information

Perez Orthodontics is a healthcare provider subject to HIPAA.

Certain patient services accessible from our Website may involve PHI. Our use and disclosure of PHI are governed by HIPAA, other applicable laws, and our **Notice of Privacy Practices**.

This Website Privacy Policy is not intended to replace our Notice of Privacy Practices.

3. Information Collected Automatically

When you visit the Website, certain technical information may be generated as part of the normal operation of the Website, your browser, and the systems used to deliver the Website.

Depending upon the circumstances and your cookie choices, this information may include:

- Browser and device information;
- Internet Protocol ("IP") address;
- Referring website or source;
- Pages visited;
- Date and time of Website activity; and
- General information about interaction with the Website.

As described below, optional analytics technology is not permitted to load unless you affirmatively accept optional cookies through our Website's cookie consent banner.

4. Cookies

Cookies are small data files that websites may store in a visitor's browser or device. Cookies may be used to support Website functionality, remember preferences, and, with your consent, provide analytics.

When you visit our Website, you are provided with a cookie consent banner that allows you to **Accept Cookies** or **Reject Cookies**.

Under the Website's current configuration:

- Google Analytics does not load before you make a cookie choice;
- If you select **Reject Cookies**, Google Analytics remains blocked;
- If you select **Accept Cookies**, Google Analytics is permitted to load; and
- Your cookie selection is stored in your browser so the Website can remember your choice.

You may also manage or delete cookies using your browser settings. Browser controls vary depending upon the browser and device you use.

5. Google Analytics

With a visitor's consent, our Website uses **Google Analytics 4 ("Google Analytics")**, a website analytics service provided by Google.

Google Analytics helps us understand general Website usage and performance, such as how visitors interact with the Website and which pages are visited. We may use this information to maintain and improve our Website and the experience we provide to visitors.

Under our Website's current configuration, Google Analytics is not permitted to load before you make a cookie selection. It remains blocked if you reject cookies and is permitted to load only if you accept cookies.

Information processed by Google through Google Analytics is also subject to Google's applicable privacy practices and terms.

6. How We Use Information

We may use information collected through the Website as reasonably necessary to:

- Respond to inquiries or requests;
- Communicate with patients and prospective patients;
- Facilitate appointment-related requests and communications;
- Provide Website features and services requested by visitors;
- Operate, maintain, troubleshoot, and secure the Website;
- Understand Website usage and performance when analytics consent has been provided;
- Improve our Website and services;
- Protect against fraudulent, unauthorized, or unlawful activity; and
- Comply with applicable legal and regulatory obligations.

We seek to collect and use information in a manner appropriate to the purpose for which it was provided or collected.

7. Service Providers and Third Parties

We may use third-party service providers to operate, host, maintain, secure, support, or analyze our Website or to provide services requested by visitors.

These providers may process information as reasonably necessary to perform services on our behalf or provide the functionality requested.

Our Website is currently managed and supported by **Sesame Communications, a Henry Schein One company**, and, when a visitor accepts optional analytics cookies, the Website uses Google Analytics.

Third-party services may be subject to their own terms, privacy policies, and data-handling practices.

8. Sale of Personal Information

Perez Orthodontics does not operate this Website as a business for the purpose of selling Website visitors' personal information.

We do not receive monetary payment from third parties in exchange for personal information collected from visitors through this Website.

9. Children and Minors

Perez Orthodontics provides orthodontic services to both adults and minors. Parents and legal guardians may therefore use our Website to obtain information about our services or communicate with our practice regarding their children.

Our Website is not designed for the purpose of collecting personal information directly from children for behavioral advertising or other unrelated commercial purposes.

If you are a parent or legal guardian and have questions about information concerning your child that may have been provided through the Website, please contact our office.

10. Third-Party Websites and Services

The Website may contain links to or provide access to websites, patient portals, payment services, or other services operated by third parties.

When you access a third-party website or service, that third party's privacy practices and terms may apply.

Perez Orthodontics encourages visitors to review the privacy information provided by third-party services before providing personal information to them.

11. Data Security

Perez Orthodontics takes reasonable administrative, technical, and organizational measures designed to protect information under our control from unauthorized access, use, alteration, or disclosure.

No website, electronic transmission, or electronic storage system can be guaranteed to be completely secure.

Patients should use secure patient communication methods provided or approved by Perez Orthodontics when communicating sensitive medical or health information electronically.

12. Your Cookie Choices

You may choose whether to permit optional Google Analytics cookies through the cookie consent banner presented on our Website.

If you select **Reject Cookies**, Google Analytics remains blocked under the Website's current configuration.

You may also use your browser settings to restrict, block, or delete cookies. Please refer to your browser's settings or documentation for information about the controls available to you.

13. Changes to Our Website or Privacy Practices

Our Website, the technologies used on it, and our privacy practices may change over time.

If additional analytics, advertising, tracking, or other third-party technologies are added to the Website in the future, we may review and update our cookie consent configuration and this Privacy Policy as appropriate.

We may update this Privacy Policy periodically to reflect changes to our Website, our practices, applicable requirements, or the services we use.

The **Last Updated** date at the top of this Privacy Policy identifies when this policy was most recently revised.

14. Contact Us

If you have questions about this Website Privacy Policy or our Website privacy practices, please contact:

Perez Orthodontics

Tampa, Florida

Website: perezorthodontics.com

For questions concerning treatment, medical records, appointments, or other protected health information, please contact our office using an appropriate patient communication method.

15. Notice of Privacy Practices

This Website Privacy Policy addresses privacy relating to use of our Website.

For information concerning our use and disclosure of protected health information and your rights regarding your health information, please review the **Perez Orthodontics Notice of Privacy Practices**.