



MY  
FOREVER  
SMILE®  
BRACES SYSTEM

## **My Forever Smile Braces System**

### **Privacy Policy**

Last revised: April 24, 2026

#### **Introduction**

My Forever Smile Braces System ("we," "our," or "us") is committed to protecting the privacy of our patients and website visitors. This Privacy Policy explains how we collect, use, and safeguard information when you visit our website or contact us through it.

This policy applies to information collected through our website only. It does not govern the collection or use of clinical health information, which is addressed separately under our Notice of Privacy Practices in accordance with the Health Insurance Portability and Accountability Act (HIPAA).

#### **Information We Collect**

We may collect the following types of information through our website:

- **Contact Information:** Your name, email address, and phone number when you submit a contact or appointment request form.
- **Appointment Requests:** Preferred dates, times, or services you indicate when requesting an appointment online.
- **Website Usage Data:** Information about how you interact with our website, including pages visited, time spent, and browser/device type, collected through cookies and analytics tools.

#### **How We Use Your Information**

We use the information we collect to:

- Respond to your inquiries and messages.
- Schedule and confirm appointments.
- Improve the content and functionality of our website.
- Communicate with you about our services when you have requested it.

We do not sell, rent, or trade your personal information to third parties for marketing purposes.

## **Patient Health Information & HIPAA**

Any clinical or health-related information you share with our office — including medical history, treatment records, and insurance information — is governed by HIPAA and our separate Notice of Privacy Practices, not this website Privacy Policy.

Our Notice of Privacy Practices describes in detail how we may use and disclose your protected health information and your rights regarding that information. You may request a copy at our office or ask a team member for assistance.

*Please do not submit sensitive health information through our website contact forms.*

## **Cookies & Analytics**

Our website may use cookies — small text files stored on your device — to understand how visitors use our site and to improve your experience. We may also use third-party analytics tools (such as Google Analytics) to collect aggregated, non-identifiable usage data.

You can disable cookies at any time through your browser settings. Doing so may affect certain features of our website.

## **Third-Party Services**

We may use third-party tools and services to operate our website, including online scheduling platforms, email services, and analytics providers. These third parties have their own privacy policies governing how they handle information. We encourage you to review their policies as applicable.

Our website is hosted by GoDaddy, which may collect certain technical information such as IP address and browser data as part of providing hosting and security services.

We are not responsible for the privacy practices of third-party websites linked from our site.

## **Data Security**

We take reasonable administrative and technical measures to protect the information collected through our website from unauthorized access, disclosure, or misuse. However, no method of transmission over the internet is completely secure, and we cannot guarantee absolute security.

## **Children's Privacy**

Our website is not directed at children under the age of 13, and we do not knowingly collect personal information from children. If you believe a child has submitted information through our website, please contact us so we can remove it.

## **Your Rights**

To the extent permitted by applicable law, you may contact us to:

- Request access to the personal information we have collected about you.
- Request correction of inaccurate information.
- Request deletion of your information, subject to applicable legal requirements.

To exercise any of these rights, please contact us using the information below.

## **Contact Us**

If you have questions or concerns about this Privacy Policy, please contact us:

**My Forever Smile Braces System - Saginaw**

3456 Shattuck Rd

Saginaw, Michigan 48603

Phone: 1 (833) 247-7914

Email: [saginaw@xceloc.com](mailto:saginaw@xceloc.com)

### **My Forever Smile Braces System - Troy**

363 W. Big Beaver Rd. #225

Troy, Michigan 48084

Phone: 1 (833) 247-7914

Email: [troy@xceloc.com](mailto:troy@xceloc.com)

Email communications may not be fully secure. Please avoid sending sensitive or confidential information via email.

## **Changes to This Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. When we do, we will revise the effective date at the top of this page. We encourage you to review this policy periodically.

© 2026 My Forever Smile Braces System. All rights reserved.  
Last revised: April 24, 2026