

Privacy Policy

Effective Date: November 14, 2025

Company: SmileSafe AI LLC (“**SmileSafe AI**,” “**we**,” “**us**,” or “**our**”)

Address: 1401 Hesters Crossing Road, Round Rock, TX 78681, USA

Contact: info@smilesafeai.com

This Privacy Policy explains how we collect, use, disclose, and protect information when you use our websites, mobile apps, scanners/kiosks/pods, dashboards, and related services (collectively, the “**Services**”). By using the Services, you agree to this Policy.

If you are using the Services on behalf of an organization (e.g., a school, district, or senior living community), that organization controls how certain personal information is used. We process such data according to our agreement with the organization.

1) Who We Serve & Our Role

- **Organizations (Schools/Senior Residences):** We generally act as a **service provider/processor** for student/resident information and staff accounts.
- **Parents/Guardians & Residents:** Access to reports or summaries is enabled by the organization.
- **Website Visitors/Prospects:** For marketing pages, we act as a **business/controller** and collect typical site analytics and contact details you submit.

2) Information We Collect

The information we collect depends on your relationship with us and your configuration.

A. From Organizations & Staff

- Contact and account data: name, email, phone, role, authentication/SSO identifiers.

- Organization details: school/residence name, grade/floor, site preferences, deployment notes.

B. Screening & Workflow Data (Configured by Organizations)

- **Scan & screening inputs:** images captured by SmileSafe AI hardware (e.g., intraoral/extraoral photos), AI-generated risk indicators/scores, symptom inputs, notes/tags, timestamps.
- **Care coordination data:** referral status, provider details (if added), outcomes logged by staff.
- **Family communication data:** language preference, consent records, delivery status of summaries.

C. Website/App/CRM & Support

- Contact forms, demo requests, emails, support tickets, call/chat recordings (where lawful).
- Usage, device, and diagnostic data (IP address, browser, app version, pages viewed, crash logs).
- Cookies and similar technologies (see Section 9).

We do **not** knowingly collect Social Security numbers, precise geolocation, or payment card numbers unless explicitly provided for billing by an organization.

3) Children & Students

We do **not** knowingly collect information directly from children. When used in schools, **the school/district obtains any required consents** (e.g., parental consent) and determines lawful bases for processing. Parents/guardians should contact their school to exercise rights related to student data.

4) How We Use Information

- Provide, secure, and improve the Services and hardware.
- Generate screening outputs, risk flags, and summaries configured by the organization.
- Create administrative dashboards and baseline/oral-health reports.
- Facilitate referrals and communication with families/caregivers (multi-language where enabled).
- Provide support, training, and service notices; detect/prevent fraud and misuse.
- Analyze usage in aggregate to improve accuracy and performance of our models.
- Comply with law, enforce agreements, and protect safety.

For website marketing leads, we also use data to send product updates and invitations; you can opt out any time.

5) Legal Bases (where applicable)

Depending on jurisdiction, we rely on one or more of the following: performance of a contract (with your organization), legitimate interests (e.g., to secure and improve the Services), consent (e.g., for certain communications or screenings as configured by the organization), and compliance with legal obligations.

6) Sharing & Disclosures

We do **not** sell personal information. We may share information with:

- **Service providers/Processors** supporting hosting, storage, analytics, multilingual messaging, SSO, security, and customer support—under contractual confidentiality and data-use limits.
- **Dentists/clinics** or care networks when an organization enables referrals and shares necessary details.
- **The organization** that administers the account (schools/residences control access within their teams).

- **Legal and safety:** to comply with law, respond to lawful requests, or protect rights, safety, and security.
- **Corporate transactions:** in a merger, acquisition, or asset transfer with appropriate protections.

We may share de-identified or aggregated insights that do not identify individuals.

7) Data Retention

We retain data for as long as necessary to provide the Services, comply with legal obligations, resolve disputes, and enforce agreements. For organization-managed data, retention follows the organization's settings and our agreement. We offer export and deletion upon authorized request.

8) Security

We employ administrative, technical, and physical safeguards, including encryption in transit, access controls, logging, and vulnerability management. No system is 100% secure; we encourage strong passwords, MFA, and least-privilege access.

9) Cookies & Tracking

We use cookies, SDKs, and similar technologies to operate the site, remember preferences, and measure performance. You can manage cookies via your browser settings. Some features may not function properly without essential cookies.

10) Your Choices & Rights

- **Organization-managed data (e.g., students/residents):** Please contact your school or residence to access, correct, delete, or export information, or to manage consent. We will support them in responding.

- **Website/App leads:** You may opt out of marketing emails via the unsubscribe link. To access, correct, or delete your contact record, email viktorii.f@smilesafeai.com.
 - **EEA/UK/Other regions:** Depending on your location, you may have additional rights under local law (e.g., access, correction, deletion, restriction, portability, objection). We honor such requests where applicable.
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11) HIPAA/FERPA Alignment

SmileSafe AI supports consent workflows and safeguards designed to align with HIPAA/FERPA-related requirements **as configured by the organization**. We act as a service provider/processor and enter into appropriate agreements (e.g., BAAs, DPAs) when required.

12) International Transfers

We are based in the United States. If information is transferred across borders, we use appropriate safeguards (e.g., standard contractual clauses where applicable).

13) Third-Party Links

The Services may link to third-party sites or services. We are not responsible for their privacy practices; review their policies before using them.

14) Changes to This Policy

We may update this Policy from time to time. Changes become effective when posted. If changes are material, we will provide reasonable notice (e.g., via the dashboard or email).

15) Contact Us

Questions or requests about this Policy or our data practices:

SmileSafe AI LLC

1401 Hesters Crossing Road, Round Rock, TX 78681, USA

Email: info@smilesafeai.com