

Smile Guide AI Privacy Policy

Effective Date: July 7, 2026

Last Updated: July 7, 2026

Smile Guide AI LLC ("**Smile Guide AI**," "**we**," "**us**," or "**our**") respects the privacy of every person who visits our website, contacts us, or uses our software. This Privacy Policy explains what information we collect, how we use it, who we share it with, how we protect it, and what choices you have.

This Policy applies to:

- Our marketing website at **smileguideai.com**
- Our software product accessible at **app.smileguideai.com** (the "**Service**")
- Any communications with us via email, contact forms, or trial signup forms

We are a Kansas limited liability company.

1. Two Kinds of Information We Handle

Smile Guide AI handles two materially different categories of information, with different legal protections and different handling rules:

(a) Information from website visitors and prospects. When you visit smileguideai.com, contact us, or sign up for a trial, we collect limited information you provide voluntarily. This includes your name, email address, practice name, role, message content, and number of locations. We use this information to respond to inquiries, provision trial access, and communicate about our Service. This information is **not** Protected Health Information ("PHI") and is governed by general privacy laws.

(b) Protected Health Information processed through our Service. When a customer uses the Service to assist with documentation, clinical questions, or coding, the Service processes PHI on behalf of the customer's dental practice. In these instances, Smile Guide AI acts as a **HIPAA Business Associate** of the customer's practice (the "**Covered Entity**"). Our handling of PHI is governed by HIPAA, our Business Associate Agreement ("**BAA**") with the customer, and the security commitments described in this Policy.

The remainder of this Policy distinguishes between these two categories. Section 2 covers website and inquiry data. Sections 3 through 7 cover PHI handled through the Service.

2. Information We Collect from Website Visitors

2.1 Information you provide directly

When you interact with smileguideai.com, you may provide:

- **Contact form submissions.** Name, email address, practice or organization name, role, the topic of your inquiry, the number of locations you operate, and the content of your message.
- **Trial signup form submissions.** Name, email address, practice or organization name, role, number of locations, and any additional context you choose to share.
- **Email correspondence.** Any information contained in emails you send us.

We use this information to respond to your inquiry, provision a trial if you request one, and follow up about our Service.

2.2 Information collected automatically

Our marketing website does **not** use Google Analytics, Meta pixels, or any third-party advertising or analytics tracker. We do not place advertising cookies on visitors' devices. Our hosting provider may collect basic technical information necessary to operate the website (server logs, IP addresses for security purposes); this information is retained only for the period necessary to operate and secure the website.

2.3 What we do with website-visitor data

We use the information described in §2.1 to:

- Respond to your inquiry or trial request
- Provision and configure your trial account if you proceed
- Send you follow-up communications about your trial or inquiry
- Improve our website and product based on aggregate inquiries
- Comply with legal obligations

We do **not** sell or rent website-visitor information. We do not use it for behavioral advertising. We do not share it with advertising networks.

2.4 How long we keep website-visitor data

We retain contact form and trial signup data for as long as is reasonably necessary to respond to your inquiry, set up and operate your trial, and maintain reasonable business records. If you ask us to delete your information and there is no legal requirement for us to retain it, we will do so within thirty (30) days of your request.

3. Protected Health Information Handled Through the Service

When a customer (a dental practice or individual dentist) uses the Service in clinical contexts, the Service may process Protected Health Information including:

- Patient names, demographics, and contact information present in clinical documentation
- Clinical observations, diagnoses, treatment notes, and procedure descriptions
- Recorded audio or transcribed text from clinical encounters (when used for note-drafting)
- Dental procedure codes and associated documentation

The customer (the dental practice or dentist) is the HIPAA Covered Entity for this information. Smile Guide AI processes this information **only** as a Business Associate, under the terms of a signed Business Associate Agreement with the customer. We do not use PHI for any purpose other than providing the Service and as permitted by the BAA and HIPAA.

3.1 We never use PHI to train external AI models

Patient data and practice data processed through the Service are never used to train, fine-tune, or improve any artificial intelligence model operated by Smile Guide AI or by any third party. Our agreements with all AI sub-processors (described in §6) prohibit such use and configure data retention to zero where the sub-processor supports such configuration.

3.2 PHI Is Processed Only Under an Executed BAA

Smile Guide AI executes a Business Associate Agreement (BAA) with each customer as part of account creation, before the customer is granted access to the Service, including access during the free trial. Because the BAA is in effect from the time the customer's account is created, any PHI processed through the Service, whether during the 14-day free trial or under a paid subscription, is at all times processed under an executed BAA.

4. How We Use PHI

We use PHI processed through the Service solely to provide the Service to the customer. Specifically, we use PHI to:

- Generate draft clinical documentation, including SOAP-formatted notes, at the customer's direction
- Map clinical documentation to dental procedure codes (CDT codes)
- Provide clinical reference information in response to questions posed by the customer's authorized users
- Maintain audit logs of system activity
- Provide technical support to the customer when they request assistance

We do **not** use PHI for marketing, research (other than as permitted by the BAA and authorized by the customer), advertising, sale, or any purpose other than providing the Service.

5. Where PHI Is Stored

PHI processed through the Service is stored on cloud infrastructure operated by Microsoft Corporation (Azure) located in the United States. Specifically, PHI is stored in HIPAA-eligible Azure services configured for Business Associate Agreement coverage, including Azure Blob Storage and Azure OpenAI Service.

Data is encrypted at rest using industry-standard encryption and encrypted in transit using TLS 1.2 or higher.

6. Sub-Processors

We use the following sub-processors to provide the Service. Each sub-processor is bound by a signed Business Associate Agreement and is configured to operate within HIPAA-eligible service boundaries:

Sub-Processor	Purpose	BAA Status	Data Retention
Microsoft Corporation (Azure)	Cloud hosting, storage, AI model serving (Azure OpenAI Service)	Signed	Per Microsoft's BAA terms
Google LLC (Google Cloud Vertex AI)	AI model serving (Gemini models)	Signed	Zero retention configured

We do not use any other third-party processor that handles PHI. The marketing website does not use analytics, advertising, or tracking sub-processors.

If we add, remove, or change sub-processors in a manner that materially affects how PHI is processed, we will update this Policy and notify customers in advance per the terms of the BAA.

7. Security Measures

We implement reasonable and appropriate administrative, physical, and technical safeguards to protect PHI and other personal information, in accordance with HIPAA and the terms of our BAA. These safeguards include:

- **Encryption.** All data is encrypted at rest and in transit (TLS 1.2 or higher).

- **Access controls.** Access to systems handling PHI is limited to authorized personnel performing necessary job functions. Access is governed by the principle of least privilege. Personnel access is logged.
- **Audit logging.** System activity that touches PHI is logged. Logs are retained per HIPAA retention requirements and made available to customers consistent with the BAA.
- **Authentication.** Multi-factor authentication is available for customer user accounts and required for administrative access.
- **Sub-processor agreements.** All sub-processors handling PHI operate under signed BAAs and HIPAA-eligible service configurations as described in §6.
- **Workforce training.** Personnel with access to PHI receive HIPAA-related training appropriate to their role.

No system can be guaranteed completely secure. We cannot promise absolute security, but we work continuously to evaluate and improve our security posture.

8. Your Privacy Rights

8.1 Rights as a Service user (PHI)

If you are a patient whose PHI is processed by the Service, your rights regarding that information are governed by your relationship with your dental practice (the Covered Entity), not directly with Smile Guide AI. To request access to, correction of, or deletion of PHI about you, please contact your dental practice. We will respond to lawful requests from the practice in accordance with HIPAA and our BAA.

8.2 Rights as a Service customer

If you are a customer (a practice or individual dentist using the Service), you may:

- **Access, export, or delete** your account data and the practice data you have authorized in the Service at any time through the Service interface or by contacting us
- **Receive an export** of your data in a portable format upon request
- **Cancel** your subscription or end your trial at any time

Upon trial expiration or customer cancellation, customer data is **automatically deleted within thirty (30) days**, unless the customer requests an earlier deletion or unless legal obligations require longer retention.

8.3 Rights as a website visitor

If you have provided personal information to us through our website, you may request that we:

- Confirm what information we hold about you

- Provide you with a copy of that information
- Correct inaccurate information
- Delete your information (where we have no overriding legal obligation to retain it)

To make any of these requests, contact us at hello@smileguideai.com or via the contact form at smileguideai.com/contact.

8.4 State-specific rights

Residents of certain states (including California, Virginia, Colorado, Connecticut, and Utah, among others) may have additional rights under state privacy laws, including the right to know what personal information we hold about them, the right to delete that information, the right to correct inaccuracies, and the right to opt out of the sale or sharing of personal information (we do not sell personal information).

To exercise any of these rights, contact us at the address above. We will respond within the timeframe required by applicable law.

9. Communications and Marketing

We may use the email address you provide to:

- Respond to your inquiry or trial request
- Send you transactional communications about your account (trial reminders, service updates, security notices)
- Send occasional product updates and educational content related to dental practice operations

You may opt out of marketing communications at any time by clicking the unsubscribe link in any marketing email or by contacting us. Transactional communications (such as account security notices) are not subject to opt-out as long as you maintain an account with us.

10. International Users

Smile Guide AI is operated from the United States and intended for use by dental practices located in the United States. We do not actively offer the Service to users outside the United States. If you access our website or use the Service from outside the United States, your information will be transferred to and processed in the United States, where data protection laws may differ from those in your country.

11. Children's Privacy

Our Service is intended for use by dental practices, not by children directly. We do not knowingly collect personal information from children under 13 through our website or marketing channels.

The Service may, in the course of normal dental practice operations conducted by our customers, process information about pediatric patients as part of the customer's clinical documentation. In such cases, the pediatric patient's information is PHI handled under the customer's HIPAA relationship with the patient, not under a direct relationship between Smile Guide AI and the patient.

12. Changes to This Policy

We may update this Privacy Policy from time to time. If we make material changes, we will post the updated Policy on this page with a revised "Last Updated" date and, where required, provide additional notice (such as by email to customers).

Your continued use of the Service or our website after the effective date of the updated Policy constitutes your acceptance of the changes. If you disagree with material changes, you may stop using the Service and request deletion of your information as described in §8.

13. Contact Us

For privacy-related questions, requests, or concerns:

Smile Guide AI LLC, United States

Email: hello@smileguideai.com General contact: smileguideai.com/contact