

Privacy & Cookie Policy for Clear Lakes Dental Franchise

Last Updated: 05/15/2025

Welcome to Clear Lakes Dental Franchise ("we," "us," "our," or "the Website"). Your privacy is important to us. This Privacy & Cookie Policy explains how we collect, use, disclose, and safeguard your information when you visit our Website [<https://clearlakesdentalfranchise.com>], including through cookies and similar technologies.

By accessing or using the Website, you agree to this Privacy & Cookie Policy.

Information We Collect

We may collect personal information and non-personal information from you in several ways, including:

- **Information You Provide Directly:** Such as when you fill out a contact form, schedule an appointment, or subscribe to communications.
- **Information Collected Automatically:** Including your IP address, browser type, device information, pages you view, the time spent on pages, links clicked, and other website activity.
- **Tracking Technologies:** We use cookies, tracking pixels (like Facebook Pixel), and similar technologies to collect data about your interaction with the Website.

How We Use Your Information

We use the information we collect for purposes including:

- To provide, operate, and improve our Website and services.
- To respond to your inquiries and provide customer service.
- To personalize your experience on our Website.
- For marketing and advertising purposes, including remarketing and targeted advertising via platforms like Facebook, Instagram, and Google.

- To analyze Website traffic and usage trends.

Consent for Data Collection

Where required by law (e.g., GDPR, CCPA), we obtain your consent before collecting or processing your personal data via cookies and similar technologies. We use a consent management platform (CMP) to manage these preferences and to send the required consent signals to platforms such as Google Ads. You may update your consent choices at any time using the cookie preferences tool presented when you first visit our Website.

Google Ads Remarketing

We use **Google Ads**, which enables remarketing and display advertising across Google's network. Google may use cookies or mobile identifiers to serve ads based on your prior visits to our website. These cookies do not contain personally identifiable information.

We comply with Google's [EU User Consent Policy](#), and users in applicable regions are asked to provide consent before these cookies are used.

You can manage your ad preferences directly within your [Google Ad Settings](#).

Remarketing and Targeted Advertising

We may use cookies, pixels, and other tracking technologies to:

- Serve ads to you on other websites after you visit our Website ("remarketing").
- Create lookalike audiences to advertise to users similar to you.
- Measure the success of our advertising campaigns.

This includes tools like the Facebook Pixel, Google Ads, and other third-party services. These tools collect information such as:

- Pages you view
- Time spent on pages
- Your device and browser information
- Actions you take (e.g., submitting forms, scheduling appointments)

You can manage your ad preferences directly within your [Facebook Ad Preferences](#).

Cookie Policy

What Are Cookies?

Cookies are small data files placed on your device that help websites remember information about your visit. Cookies can be "session cookies" (which expire when you close your browser) or "persistent cookies" (which remain on your device until deleted).

How We Use Cookies

We use cookies for several reasons:

- **Strictly Necessary Cookies:** To ensure our Website functions properly.
- **Performance and Analytics Cookies:** To understand how users interact with the Website and to improve our services (e.g., Google Analytics).
- **Functionality Cookies:** To remember your preferences and enhance your experience.
- **Targeting/Advertising Cookies:** To deliver more relevant advertising to you, including through Facebook and Instagram via the Facebook Pixel, and Google Ads.

Third-Party Cookies

Third parties (such as advertising networks and social media platforms) may also use cookies and tracking technologies on our Website for their purposes. We do not control these cookies.

For example:

- [Facebook's Privacy Policy](#)
- [Google's Privacy Policy](#)

How You Can Control Cookies

You have choices regarding the use of cookies:

- Adjust your browser settings to block or delete cookies.

- Manage cookie preferences on our Website when prompted by the cookie banner.
- Use third-party opt-out tools, such as:
 - [Facebook Ad Preferences](#)
 - [Google Ad Settings](#)

Please note that disabling cookies may affect the functionality of the Website.

Data Sharing

We do not sell your personal information. However, we may share information with trusted service providers and advertising partners to help us operate, market, and improve our services, under strict confidentiality agreements.

Data Security

We implement appropriate technical and organizational measures to protect your personal data from unauthorized access, use, or disclosure.

Your Rights

Depending on your location, you may have rights regarding your personal data, including:

- The right to access and correct your information.
- The right to object to our use of your data for marketing purposes.
- The right to request deletion of your information.

To exercise your rights, please contact us at the email below.


Changes to This Policy

We may update this Privacy & Cookie Policy from time to time. Updates will be posted on this page, with the effective date listed at the top.

We encourage you to review this Policy periodically.

Contact Us

If you have any questions about this Privacy & Cookie Policy, please contact us at:

 **Email:** Success@clearlakesdentalfranchise.com