

PRIVACY POLICY

Nowak Dental Supplies

Last updated: 12/18/2025

Nowak Dental Supplies ("Nowak," "we," "us," or "our") respects your privacy and is committed to protecting your personal information. This Policy explains how we collect, use, and share information when you interact with us through our websites, email, phone, or SMS messaging services. Nowak is a business-to-business (B2B) supplier; our services are intended for business customers and authorized representatives of businesses.

Information We Collect

We may collect the following information when you interact with us:

- **Identifiers and contact information:** name, business name, phone number, and email address.
- **Account information:** login credentials and account settings (for example, saved carts and communication preferences).
- **Order and fulfillment information:** billing and shipping addresses, purchase history, delivery details, and support requests.
- **Payment information:** we do not store full payment card numbers. If you save a card, we retain only limited details (last 4 digits and expiration date) plus a token provided by our payment processor.
- **Tax documentation:** resale certificates, tax exemption certificates (if eligible), and related business documentation you provide.
- **Communications:** emails, web form submissions, chat, SMS, and call recordings/voicemails when you contact us by phone (used for quality assurance and training).
- **Website usage data:** IP address, device/browser information, pages viewed, and similar analytics data collected through cookies and similar technologies (including Google Analytics).
- **Any information you voluntarily provide** when contacting us or using our services.

How We Use Your Information

We use the information we collect to:

- Provide products and services, process orders, and deliver shipments.
- Create and manage customer accounts and provide access to pricing and order history.
- Process payments and prevent fraud or unauthorized activity.
- Communicate with customers regarding orders, deliveries, invoices, statements, and support.
- Send informational, conversational, or promotional messages when you have opted in or where permitted by law (including email and SMS).
- Improve our services, website experience, and customer support (including training and quality assurance).
- Comply with legal, tax, and regulatory requirements and maintain appropriate business records.

Cookies and Analytics

We use cookies and similar technologies to operate our websites and understand how visitors use them. We also use Google Analytics to help measure website traffic and usage patterns. You can control cookies through your browser settings. If you disable cookies, some website features may not function properly.

SMS and Mobile Messaging

If you opt in to receive SMS messages from Nowak Dental Supplies, we may send messages related to:

- Order updates and shipping notifications.
- Customer service and account support.
- Company announcements and operational updates.
- Promotional messages and special offers.
- Event-related communications such as LabFest.

No mobile opt-in or text message consent will be shared with third parties or affiliates for their own marketing purposes. We do not sell or rent mobile phone numbers collected for SMS purposes. We may provide your phone number to service providers (for example, HubSpot and RingCentral) solely to deliver messages on our behalf and only for authorized purposes.

Data Sharing

We may share personal information in the following circumstances:

- **Service providers** who help us operate our business (for example, payment processors, website/ecommerce providers, HubSpot, RingCentral, shipping carriers, and IT/hosting providers). These providers must protect your information and use it only for authorized purposes.
- **Legal and compliance** when required to comply with applicable law, legal process, or lawful requests from public authorities, or to protect our rights, customers, or business.
- **Business operations** in connection with a merger, acquisition, financing, reorganization, or sale of assets (subject to appropriate confidentiality protections).

Your Rights and Choices

- Opt out of SMS at any time by replying **STOP**.
- Request assistance by replying **HELP**.
- Opt out of marketing emails using the **unsubscribe** link included in those emails.
- Contact us to update or correct your information, or to request access to the information we maintain about you, subject to applicable law.

Data Security, Retention, and Cross-Border Processing

We use reasonable safeguards designed to protect personal information and retain it as needed to provide services, maintain business records, and comply with legal obligations. We primarily operate in the United States and ship to customers in the United States and Canada. Information may be processed or stored in the United States or other locations where our service providers operate.

Contact Information

Questions about this Policy? Contact us at:

Nowak Dental Supplies

Address: 6716 Hwy 11, Carriere, MS 39426

Email: info@nowakdental.com

Phone: 601-749-3452

We may update this Policy from time to time. The "Last updated" date above indicates when it was most recently revised.

SMS TERMS AND CONDITIONS

SMS Terms of Service

By opting in to receive SMS messages from Nowak Dental Supplies, you agree to the following terms.

If you consent to receive conversational, informational, or promotional SMS from Nowak Dental Supplies, you agree to receive SMS messages related to:

- Order status and delivery notifications.
- Customer service communications and account-related updates.
- Promotions and special offers.
- Event-related information, including LabFest.

Consent is not a condition of purchase. Message and data rates may apply. Messaging frequency may vary.

Opt out: Reply **STOP** to unsubscribe at any time. **Help:** Reply **HELP** for support or call 601-749-3452.

We may use automated technology to deliver messages. Mobile carriers are not liable for delayed or undelivered messages. If you change or deactivate your mobile number, you agree to notify us so we can update our records.

For more information about how we handle personal information, see the Privacy Policy section above.