Privacy Policy

Effective Date: November 10, 2026
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Martel Academy ("Martel Academy," "we," "us," or "our") respects your privacy and is committed to protecting the personal information you provide through our website, www.martelacademy.com (the "Website").

This Privacy Policy explains how we collect, use, disclose, and protect personal information when you visit our Website, inquire about educational programs, register for courses or seminars, participate in educational events, or communicate with us.

Our Website provides information about postgraduate dental education, continuing education programs, professional training, lectures, seminars, and related educational services for dental professionals.

By using our Website, you acknowledge the practices described in this Privacy Policy. Where applicable law requires consent for particular activities, we will obtain that consent separately.

1. Information We Collect

The information we collect depends on how you interact with our Website and educational services.

A. Information You Provide Directly

We may collect personal information that you voluntarily provide, including:

- **Contact Information:** Name, email address, telephone number, mailing address, and other contact details.
- **Professional Information:** Dental credentials, professional licenses, specialty, practice or organization name, professional title, and other information relevant to educational programs.
- **Course and Event Information:** Course inquiries, registration details, seminar participation, attendance records, and educational preferences.
- **Communications:** Information submitted through contact forms, emails, telephone calls, or other communications with Martel Academy.
- **Payment Information:** Billing details, transaction information, and payment status when registering for educational programs or purchasing services.

- **Educational Information:** Course selections, program participation, feedback, evaluations, and other information related to your educational experience.

Please do not submit sensitive personal information through general Website contact forms unless specifically requested and an appropriate method of collection is provided.

B. Information Collected Automatically

When you visit our Website, certain information may be collected automatically through cookies, server logs, analytics tools, and similar technologies.

This information may include:

- Internet Protocol (IP) address.
- Browser type and version.
- Device type and operating system.
- General geographic location.
- Pages visited and links clicked.
- Date and time of Website visits.
- Referring websites.
- General browsing and Website interaction information.

We use this information to understand how visitors use our Website, improve Website performance, maintain security, and enhance the user experience.

2. How We Use Personal Information

We may use personal information for legitimate business and educational purposes, including to:

- Respond to questions and educational program inquiries.
- Provide information about courses, lectures, seminars, and postgraduate training.
- Process course registrations and educational program requests.
- Communicate about upcoming courses, schedules, events, and educational opportunities.
- Administer educational programs and participant records.
- Process payments and maintain transaction records.

- Provide customer service and respond to requests.
- Improve our Website, educational content, and services.
- Evaluate Website traffic and visitor engagement.
- Send administrative updates and relevant educational communications.
- Protect the security and integrity of our Website and business.
- Comply with applicable legal obligations.

We will not use personal information for purposes materially different from those described in this Privacy Policy without an appropriate legal basis or consent where required.

3. Educational Programs, Courses, and Seminars

Martel Academy offers professional educational opportunities for dentists and other dental professionals.

When you inquire about or participate in our educational programs, we may collect information necessary to:

- Respond to course inquiries.
- Determine eligibility or suitability for specific educational programs, where applicable.
- Manage registrations and attendance.
- Communicate course schedules and program details.
- Provide educational materials and resources.
- Coordinate in-person and virtual educational events.
- Maintain educational and business records.

If courses or seminars are hosted through third-party platforms, those platforms may independently collect and process information under their own privacy policies.

4. Dental Case Discussions and Educational Materials

Certain educational programs may involve clinical case discussions, dental photographs, radiographs, treatment plans, or other clinical materials used for professional education.

Participants should not submit patient-identifiable information through general Website contact forms or unsecured email communications.

If clinical materials are submitted or shared for educational purposes, the submitting professional is responsible for ensuring that the materials are appropriately de-identified and that any required patient authorization, consent, or other legal permission has been obtained.

Martel Academy will handle information received for educational purposes in accordance with applicable law and any applicable agreements.

This Website Privacy Policy is not a substitute for a HIPAA Notice of Privacy Practices or a Business Associate Agreement where those documents are legally required.

5. Cookies and Similar Technologies

Our Website may use cookies, pixels, analytics tools, and similar technologies to support Website functionality and understand how visitors interact with our content.

These technologies may be used to:

- Remember certain preferences and settings.
- Improve Website functionality and navigation.
- Analyze Website traffic and usage patterns.
- Measure the effectiveness of Website content.
- Identify technical problems.
- Maintain Website security.

Some cookies or similar technologies may be provided by third-party services integrated into our Website.

You can manage cookies through your browser settings. Blocking certain cookies may affect the functionality of some Website features.

Where required by applicable law, we will provide appropriate notice and obtain consent for non-essential cookies or similar tracking technologies.

6. Payment Processing

If you register for a course, seminar, or other paid educational service, payment information may be collected and processed through third-party payment processors or financial institutions.

These providers may collect information such as:

- Name and billing address.
- Payment method.
- Transaction amount.
- Payment confirmation.
- Transaction date and status.

Payment processors handle payment information according to their own privacy policies and security practices.

Martel Academy may receive limited transaction information necessary to confirm registrations, provide services, process refunds, and maintain business records.

We do not intend to collect or store complete payment card numbers or security codes through our Website.

7. How We Share Personal Information

We do not sell personal information for monetary consideration.

We may disclose personal information in the following circumstances, subject to applicable law:

A. Service Providers

We may share information with trusted service providers that assist us with operating our Website and conducting our business, including:

- Website hosting and maintenance providers.
- Email and communication platforms.
- Payment processors.
- Course registration and scheduling providers.
- Virtual meeting and webinar platforms.
- Analytics and Website technology providers.
- Customer support and business administration providers.

These providers may access personal information only as reasonably necessary to perform services on our behalf, subject to applicable contractual and legal restrictions.

B. Educational Partners and Event Providers

When necessary to coordinate an educational program, seminar, or professional event, we may share relevant information with instructors, speakers, event organizers, or educational partners involved in delivering the program.

C. Legal Requirements

We may disclose personal information when reasonably necessary to:

- Comply with applicable laws, regulations, or legal processes.
- Respond to valid governmental or law enforcement requests.
- Protect our legal rights, property, or business operations.
- Investigate suspected fraud, security incidents, or unlawful activity.
- Protect the safety of our participants, employees, and others.

D. Business Transactions

If Martel Academy participates in a merger, acquisition, restructuring, financing, or sale of all or part of its business, personal information may be transferred as part of that transaction, subject to applicable privacy requirements.

E. With Your Consent

We may share information for additional purposes when you direct us to do so or provide consent where required.

8. Sale, Sharing, and Targeted Advertising

We do not sell personal information for monetary consideration.

Certain privacy laws define “sale” or “sharing” broadly to include disclosures of personal information for targeted or cross-context behavioral advertising, even when no money is exchanged.

Whether our Website activities fall within these definitions depends on the tracking technologies and third-party services actually used.

Where required by applicable law, we will provide individuals with the ability to opt out of the sale or sharing of personal information.

You may contact us using the information provided in this Privacy Policy to ask questions or submit a privacy request.

9. Third-Party Websites and Services

Our Website may contain links to third-party websites, educational resources, professional organizations, podcast platforms, or other external services.

When you visit a third-party website or use an external service, that provider's privacy policy and terms of use apply.

Martel Academy does not control and is not responsible for the privacy practices, security, content, or policies of independent third-party websites and services.

We encourage you to review the applicable privacy policies before submitting personal information to another organization.

10. Data Retention

We retain personal information for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, including:

- Responding to inquiries.
- Managing course registrations and educational programs.
- Maintaining participant and attendance records.
- Processing transactions and refunds.
- Providing customer service.
- Maintaining business and financial records.
- Complying with legal and regulatory obligations.

Retention periods may vary depending on the nature of the information, the reason it was collected, applicable legal requirements, and legitimate business needs.

When personal information is no longer reasonably necessary, we will take appropriate steps to delete, destroy, or de-identify it, subject to applicable law.

11. Data Security

We use reasonable administrative, technical, and organizational safeguards intended to protect personal information against unauthorized access, disclosure, alteration, loss, or misuse.

However, no method of transmitting or storing information electronically is completely secure. We cannot guarantee absolute security.

You provide information through our Website at your own risk.

12. Your Privacy Rights and Choices

Depending on your state of residence and applicable privacy laws, you may have certain rights regarding your personal information.

These rights may include:

- **Right to Know or Access:** Request information about the personal information we collect, use, or disclose.
- **Right to Delete:** Request deletion of certain personal information, subject to applicable exceptions.
- **Right to Correct:** Request correction of inaccurate personal information.
- **Right to Data Portability:** Request a copy of certain personal information in a portable format, where applicable.
- **Right to Opt Out:** Opt out of certain sales, sharing, or targeted advertising activities, where applicable.
- **Right to Limit Certain Uses:** Limit certain uses and disclosures of sensitive personal information when applicable law provides this right.
- **Right to Non-Discrimination:** Exercise applicable privacy rights without unlawful discrimination.
- **Right to Appeal:** Appeal a decision regarding a privacy request where required by applicable law.

To exercise applicable privacy rights, contact us using the information in the Contact Us section.

We may need to verify your identity before processing certain requests. Authorized agents may submit requests on your behalf when permitted by applicable law and subject to appropriate verification.

13. Additional Information for California Residents

If you are a California resident, the California Consumer Privacy Act, as amended by the California Privacy Rights Act (collectively, the "CCPA"), may provide you with additional rights regarding your personal information if the law applies to our business.

Depending on applicable legal requirements, California residents may have the right to:

- Know the categories and specific pieces of personal information collected.
- Know the categories of sources from which personal information is collected.
- Know the purposes for collecting, using, or disclosing personal information.
- Know the categories of third parties to whom personal information is disclosed.
- Request deletion of personal information, subject to legal exceptions.
- Request correction of inaccurate personal information.
- Opt out of the sale or sharing of personal information, as defined by California law.
- Limit certain uses and disclosures of sensitive personal information, where applicable.
- Not receive discriminatory treatment for exercising privacy rights.

Categories of Personal Information

Depending on how you interact with Martel Academy, we may collect the following categories of personal information:

1. **Identifiers:** Name, email address, telephone number, IP address, and other identifying information.
2. **Customer Records Information:** Contact details and other information voluntarily submitted through Website forms or communications.
3. **Professional Information:** Professional credentials, practice information, and educational qualifications.
4. **Commercial Information:** Course registrations, transaction records, purchases, and services requested.
5. **Internet or Network Activity:** Website browsing information, pages viewed, and interactions with our Website.
6. **Education Information:** Course participation, registration details, attendance, and educational feedback.

We may collect these categories directly from you, automatically through Website technologies, or from third-party service providers where legally permitted.

We may disclose relevant categories of personal information to service providers and educational partners for the purposes described in this Privacy Policy.

To submit a California privacy request, please contact us using the information below.

Where required by California law, we will provide a “Do Not Sell or Share My Personal Information” link or another applicable opt-out mechanism.

14. Children's Privacy

Martel Academy provides postgraduate and professional educational services primarily intended for adults and dental professionals.

Our Website is not directed toward children under 13 years of age, and we do not knowingly collect personal information online from children under 13 without legally required authorization.

If we learn that personal information has been collected from a child in violation of applicable law, we will take appropriate steps to delete the information or obtain any required authorization.

15. Email and Marketing Communications

If you contact us or inquire about our educational programs, we may use your email address to respond to your request and provide information related to courses, seminars, events, and other educational opportunities.

Where permitted by law, we may also send announcements, newsletters, or promotional communications.

You may opt out of marketing emails by following the unsubscribe instructions included in the message.

Even if you opt out of promotional communications, we may still send administrative messages related to registrations, payments, courses, or services you have requested.

16. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our business, educational programs, Website technologies, or applicable legal requirements.

When changes are made, the revised policy will be posted on this page with an updated “Last Updated” date.

Where required by law, we will provide additional notice or obtain consent for material changes.

We encourage you to review this Privacy Policy periodically.

17. Contact Us

If you have questions about this Privacy Policy, our privacy practices, or wish to submit a privacy request, please contact:

Martel Academy
46 Harbour Drive South
Ocean Ridge, FL 33435

Phone: (561) 602-7222
Email: martelacademy@gmail.com
Website: https://martelacademy.com/