

Privacy Policy

Effective date: 09/23/2026

Introduction

HM Dent Works LLC and HM Dent Works Academy LLC, each a Missouri limited liability company ("Company," "we," "our," or "us"), respect your privacy and are committed to protecting it. This policy describes the information we collect when you visit www.hmdentworksacademy.com (the "Website"), submit a form, download a guide, book a call, or communicate with us by email or text message, and how we use, maintain, protect, and disclose that information.

Please read this policy carefully. By accessing or using the Website, you agree to this policy. If you do not agree, please do not use the Website. This policy may change from time to time (see Changes to Our Privacy Policy). Your continued use of the Website after we post changes means you accept those changes.

What This Policy Covers

This policy applies to information we collect through the Website; through forms, guide downloads, and ads that link to the Website; through our email and text communications; and through the service providers we use to run our enrollment process and student application.

This policy does not apply to information collected offline, through other websites we operate, or by third parties through websites, applications, or content we do not control, even if linked from the Website. Those parties have their own privacy policies.

Information We Collect Directly From You

- Contact information you submit through forms on the Website or our ads, such as your name, email address, and phone number, including when you download a guide or request more information.
- Information you provide when scheduling a discovery call, such as your name, email address, phone number, and answers to scheduling questions.
- Enrollment information, including your application and the information in your enrollment agreement.
- Records and copies of your correspondence with us.
- Your responses to surveys we may ask you to complete.
- Details of payments you make to us (see Payments).
- Testimonials, photos, or videos you choose to share. We publish these only with your permission.

Information We Collect From Others

We also receive information about you through the platforms that support our Website and marketing, including:

- Facebook and Instagram lead forms you submit in response to our ads.
- Forms you fill out on the Website, which are processed by our email marketing platform.
- Discovery calls you book through our scheduling tool.
- Referrals from graduates, partners, or others who share your contact information with us.

Information We Collect Automatically

As you use the Website, we and our service providers may automatically collect:

- Details of your visits, including the pages you view and the resources you access.
- Information about your device and internet connection, including your IP address, operating system, and browser type.

This information helps us improve the Website, understand how visitors use it, and measure how well our marketing works. The technologies we use include:

- **Cookies.** A cookie is a small file placed on your device. You can set your browser to refuse cookies, but some parts of the Website may not work properly if you do.
- **Web beacons and pixels.** Pages of the Website and our emails may contain small electronic files (also called pixel tags or clear gifs) that let us count page visits and see whether an email was opened or a link was clicked.
- **Advertising pixels.** We use the Meta Pixel as described under Advertising.

Our Service Providers

We use service providers to run our Website, marketing, enrollment, and student programs. They process information on our behalf, may collect data such as your IP address, browser type, and device information, and are subject to their own privacy policies and terms. Our current providers are:

- **Website hosting and management** (currently Duda)
- **Email marketing, CRM, and automation** (currently ActiveCampaign)
- **Workflow automation connecting our systems** (currently Zapier)
- **Call scheduling and reminders** (currently Calendly)
- **Advertising and ad measurement** (currently Meta Pixel)
- **Tag management and site analytics** (currently Google Tag Manager)
- **Invoicing and payment processing** (currently QuickBooks)
- **Electronic signatures** (currently DocuSign)
- **Student application and learning platform** (our student application, currently built and hosted by Techma)

Providers may change over time. We encourage you to review their privacy policies to understand how they handle your data.

Email Marketing

When you download a guide, submit a form, or book a call, we add your email address to our mailing list. You may then receive automated email sequences with training information, program details, student stories, and invitations to schedule a call.

Our email platform tracks whether our emails are opened, which links are clicked, and which Website pages you visit after clicking. We use this to send you more relevant content and to understand what is useful.

Unsubscribing

Every marketing email includes an unsubscribe link. Clicking it removes you from our marketing emails. You can also email us at academy@hmdentworks.com. We honor unsubscribe requests promptly and within 10 business days.

Messages you will still receive

If you unsubscribe from marketing emails, you will still receive messages related to a call you booked or your enrollment, such as call confirmations, enrollment packets, signing links, invoices, and class information.

Text Messages

We send text messages only in these situations:

- Discovery call reminders, sent through our scheduling tool when you provide your mobile number and choose to receive text reminders while booking.
- Messages to enrolled students about classes, schedules, and program logistics.

We do not send marketing text messages to prospective students. Message frequency varies. Message and data rates may apply. You can opt out at any time by replying STOP or by emailing us at academy@hmdentworks.com. For help, contact us at the same address.

Mobile phone numbers and text message opt-in information are never sold or shared with third parties for their marketing purposes.

Advertising

We advertise on Facebook and Instagram. We use the Meta Pixel on the Website to measure how our ads perform and to show our ads to people who have visited the Website. We may also provide Meta with contact information, such as email addresses, in encrypted (hashed) form so we can show ads to existing contacts, reach similar audiences, or avoid showing ads to current students.

You can limit this type of advertising through:

- Your ad preference settings in Facebook and Instagram.
- optout.aboutads.info and optout.networkadvertising.org.
- Your browser cookie settings.

How We Use Your Information

- To present the Website and its contents to you.
- To respond to your questions and to schedule and hold discovery calls.
- To send the email and text communications described above.
- To process your enrollment, agreements, and payments, and to set up your student account.
- To provide instruction and track student progress.
- To send notices about your account or changes to our programs or the Website.
- To carry out our obligations and enforce our rights under any agreement with you, including billing and collection.
- To keep records required by the Missouri Department of Higher Education and Workforce Development.
- To measure and improve the Website and our advertising.
- For any other purpose with your consent.

Payments

We do not accept payments on the Website. Deposits and tuition are paid through secure invoice payment links from our payment processor. You enter your card or bank information directly with the processor, and we do not store full payment card or bank account numbers on our systems.

How We Share Your Information

We do not sell, rent, or trade your personal information, and we do not share it with third parties for their own marketing purposes.

We share personal information only:

- With the service providers listed above, who process it on our behalf.
- To comply with a court order, law, or legal process, or a government or regulatory request, including from the Missouri Department of Higher Education and Workforce Development.
- To enforce our agreements, including for billing and collection.
- If we believe it is necessary to protect the rights, property, or safety of the Company, our students, or others.
- To a buyer or successor in the event of a merger, sale, reorganization, or transfer of some or all of the Company's assets.
- With your consent.

We may share aggregated or de-identified information that does not identify any individual.

How Long We Keep Your Information

- **Prospective students and email contacts:** We keep your information while you remain on our list or until you ask us to delete it. If you unsubscribe, we keep your email address on a suppression list so we do not email you again.
- **Student records:** As a Missouri-certified proprietary school, we are required to keep student transcripts (records of achievement and certificates awarded) permanently. We keep application, enrollment, and related student records for at least three years after a student graduates, withdraws, or ends enrollment, as required by Missouri regulation (6 CSR 10-5.010). These records cannot be deleted on request during the required retention period.
- **Payment records:** We keep payment and tax records as long as required by law.

Your Choices and Rights

- **Access, correction, and deletion.** Email us at academy@hmdentworks.com to request a copy of your information, correct it, or delete it. We may need to verify your identity. Some information cannot be deleted because of the record retention requirements above.
- **Enrolled students.** Use the Student Login button on the Website to access our student application, where you can view and update your account information.
- **Email.** Use the unsubscribe link in any marketing email.
- **Text messages.** Reply STOP to opt out.
- **Cookies and advertising.** Use your browser settings and the opt-out options under Advertising. The Website does not respond to Do Not Track signals.

Children Under the Age of 13

The Website is not intended for children under 13, and we do not knowingly collect personal information from children under 13. If you are under 13, do not use the Website or provide any information to us. If we learn we have collected information from a child under 13 without verified parental consent, we will delete it. If you believe we have information from or about a child under 13, contact us at academy@hmdentworks.com.

Data Security

We use commercially reasonable measures to protect your personal information from accidental loss and from unauthorized access, use, change, and disclosure. If you have a password for our student application, you are responsible for keeping it confidential; please do not share it with anyone. No

internet transmission is completely secure, so we cannot guarantee the security of information sent to us, and any transmission is at your own risk.

Changes to Our Privacy Policy

We will post any changes to this policy on this page and update the effective date at the top. Please check this page periodically. If you have an account with us, you are responsible for making sure we have a current, working email address for you.

Contact Us

Questions about this policy or our privacy practices can be sent to:

HM Dent Works Academy

Email: academy@hmdentworks.com

Mail: 2647 W. Bennett, Springfield, MO 65807