

American Academy of Cosmetic Dentistry (AACD) Social Media Guidelines

We love hearing from you on our social media platforms, so feel free to post a comment to share your experience or to connect with our active community of AACD dentists and patients.

To set the stage, here are our rules of engagement in social media:

- We provide information relating to our association and cosmetic dentistry; we do not provide medical advice. Please discuss all medical questions with your healthcare provider.
- If you're an AACD patient, we cannot and will not address or comment on your specific treatment-related questions or issues in this forum. Questions or issues relating to treatment should always be directed to your AACD provider.
- We believe the world is a better place with more smiles in it. Play nice or your posts will be removed (e.g., no profanity or defamatory, offensive, abusive or unlawful posts).
- Please avoid discussions about medical advice you've received from your AACD provider or other health care professionals. This information should not be shared on our social media pages.
- Unless explicitly authorized by us in writing, please do not represent that you have authority to speak on behalf of the AACD.
- Please avoid any unauthorized use of the AACD's intellectual property, including, but not limited to, logos, trademarks, and copyrights, in any way or manner.
- Please do not use the AACD's name in any online identity (e.g., username, screen name, handle, and identifier).

This site will be monitored for compliance with these Guidelines.

We look forward to connecting with you on our social media platforms. Remember, if you're an AACD patient and have specific questions about your treatment, please direct these questions to your AACD provider.

AACD User Generated Content Policy:

We are proud of the smiles that we help transform. With a patient's permission, we may USE OR REPUBLISH YOUR POSTED TEXT, PHOTO, VIDEO OR OTHER MATERIALS (collectively "CONTENT") as outlined below. Examples of where this content may be used are: AACD.com, www.yoursmilebecomesyou.com or any of the official AACD social media platforms: Facebook (<https://www.facebook.com/theaacd25>), Pinterest (<https://www.pinterest.com/theaacd>), YouTube (<https://www.youtube.com/user/AACD123>), Twitter (<https://twitter.com/TheAACD>), and Instagram (<https://www.instagram.com/yourdreamsmile/>).

By posting or otherwise making available any Content on a public social media platform about your AACD experience, and responding “yes” if we ask for your permission to repost content on our owned channels, including, but not limited to, the ones mentioned above, you represent and warrant that you are thirteen (13)¹ years of age or older and that you agree to the following terms and conditions:

You irrevocably grant us, and our parent company, affiliates, licensees, and assigns, a royalty-free, perpetual, non-exclusive, unrestricted right and license throughout the universe to copy, reproduce, modify, edit, adapt, translate, create derivative works of, publish, post, distribute, publicly perform, sublicense, or otherwise provide to others, your Content in any and all media, formats, and channels (now in existence or hereinafter developed) for any purpose, including advertising and commercial purposes.

By granting us permission when we request to use your content, you represent and warrant that the content does not violate or infringe any rights of any third party, including, but not limited to, copyright, trademark, rights of publicity, and privacy. Important Note: If any third party content is included in your posted Content, you must obtain permission from the content owner and attribute/credit such content to the owner prior to providing consent to republish.

We will make every effort to credit you as the author/source of the content by referring to your Social Media Platform handle, name, or identifier. If you would like to request the takedown of user generated content that you feel was posted without your permission or consent, we will remove it promptly if you send an email to consumerpr@aacd.com with the following information:

- Identification of and link to the user generated content you would like removed; and
- Your name, contact information, and connection to the piece of content to be removed.

Disclosures:

All information shared on AACD social media platforms, including information relating to dental, medical and health conditions, products, and treatments, is for informational purposes only. This information is not complete and is not intended to be used in place of a patient visit, call, consultation, or advice from a medical professional or any information contained on or in any product packaging or labels. Information shared is not exhaustive and does not cover all ailments, physical conditions, or their treatment. The information posted is to be used at your own risk. You should never disregard dental or medical advice or delay obtaining medical advice because of something you have read online. You should not rely on information obtained online to diagnose a dental, medical, or health problem.

Content posted by third parties on this site remains the responsibility of the party posting the content. Third party content is not adopted or endorsed by AACD nor does it represent AACD’s opinions. Any opinions or statements posted by third parties are their own and may not be representative of the experience of others, nor indicative of any product performance or treatment outcomes. AACD does not endorse or adopt any content on a third party site that is linked to this page. You should also be aware that if you have a business relationship with AACD or a beneficial interest in making a comment on this site, we require that you disclose this relationship in your post.

AACD social media platforms are intended for users who are 13 years of age and older. If you are under the age of 13, you are not permitted to submit any personal information to us on our social media platforms. We do not knowingly collect information or user generated content from individuals under the age of 13. If a parent, guardian, or anyone else becomes aware of user generated content shared from an individual under the age of 13, please email us at consumerpr@aacd.com.

AACD sponsors this page but isn't affiliated with Facebook and has no control over how Facebook or other third parties use the information you share on the site. You should be familiar with Facebook's privacy and security policies, and understand how your information can be displayed and used throughout the site as well as other third party sites that may be linked to by Facebook. For information about how AACD may use the information you provide, please visit <https://www.aacd.com/privacy-policy>.

¹Please note that the age threshold mentioned in these Guidelines may vary depending on the legal requirements in your country. If this is the case, we will indicate it accordingly at the time of collection.