



Tread Lightly Online: How to Manage Your Digital Footprint

You can't use the internet completely undetected—but you *can* manage your digital footprint and protect your privacy. Every click, post, and sign-up leaves a trace, and over time, those traces reveal more about you than you might think. This trail of data is your digital footprint.

Even browsing in "Incognito" mode doesn't make you invisible. Online accounts like email, shopping, and social media all require sharing some information. The goal isn't to vanish from the internet—it's to be intentional about what you share and where.

Here's how to take control:

1. Ask "Why?" Before You Share

Before you enter personal info into a website or app, pause and ask:

- Why do they need this?
- Is this information required to use the service?
- What's the benefit to me?

For example, a GPS app needs your location. A coupon app probably doesn't. Be selective—less shared data means less risk.

2. Google Yourself

Search your name online every so often to see what's out there. Also try plugging your email into [HavelBeenPwned.com](https://www.haveibeenpwned.com) to check for data breaches.

If your email shows up:

- Change the password for that account.

If it was reused, update those other accounts too.

3. Use a Password Manager

Password managers are your best friend for managing strong, unique passwords—and they offer bonus features.

Use yours to:

- Review how many accounts you've created.
- Delete ones you no longer use.
- Update weak or reused passwords.

4. Don't Create Unnecessary Accounts

Websites love to collect data, often pushing you to create accounts. But more accounts = more exposure to spam and breaches.

If you're making a one-time purchase, use guest checkout. The fewer accounts you have, the smaller your footprint.

5. Review Privacy Settings

Some accounts (like Google, Apple, Facebook) are hard to avoid—but you can control how much data they collect.

- Review settings every few months.
- Limit what's public (like who sees your posts).
- Restrict data tracking and storage.

6. Know Your Privacy Rights

You may have legal rights to control your data:

- **California's CCPA** gives residents rights to view or delete data collected by businesses.

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Letter from the Editor



Pam Snell,
DMS Advocate

Happy Happy Summer!

The scenery is so lush and green and beautiful! Of course, we had to pay a high price to get all this greenery: rain, rain, RAIN!



David and the kids have finally gotten to work in the gardens. We took them to several Garden Centers and let them get plants to pot for the deck.

Xander chose a red, white, and blue theme while Sarah did purples and pinks. They were SO PROUD!



Speaking of proud: You may remember George Whitcher, who assisted me in web design from 2007—2010. George and I won an Edward R. Murrow award for 95.9 WATD's website during that time.

Well, he's continued to learn and grow and is now the featured speaker at Social Media Week in Lima, Ohio. You'll find his first of many articles on page 6. If you don't want to wait until next month for more of his insights, you can find him at :

<https://dentalmanagerssociety.com/team-of-experts/george-whitcher/> where I've posting his articles that educate businesses and professionals on best practices in digital marketing, web technologies, and online growth strategies.

This month, he reminds us ***"Why Every Local Business Needs a Google Business Profile."***



He recently started his own web design company, **Belknap Mountain Web Services**, and we are SO PROUD! We love it when previous employees spread their wings and fly!

The **DentalManagersSociety.com** website is a fantastic resource! You can find articles from our Team of Experts, past newsletters, David's weekly 95.9 radio segment, and other expert advice. Visit it often for the latest news and information.

We hope that June lives up to the high expectations that we have set!

Have FUN!



Continued from front page

- **Europe's GDPR** offers strong protections for EU citizens. Stay informed—new laws may offer you more control.

7. Browse and Post with Care

Prevent problems before they start:

- Use private browsing modes when needed.
- Think twice before sharing personal info or posting on social media.
- Avoid sharing things like birthdays, addresses,

and travel plans.

Take Charge of Your Digital Life

You don't need to go off-grid to protect your privacy. Small, mindful steps can make a big difference in reducing risk and boosting your security. Start today—and stay safer tomorrow.

Thanks to the National Cybersecurity Alliance for this information! <https://www.staysafeonline.org/articles/tread-lightly-online-how-to-check-and-manage-your-digital-footprint>

Massachusetts Has a Leadership Role in Using AI in Health Care

Massachusetts has consistently been at the forefront of innovations in healthcare, and the issue of AI use in healthcare and dental care demonstrates that the state's healthcare industry, academic community, and legislature are leading the movement toward improved health and dental care through the use of AI.

Industry periodicals, such as RDH magazine and Dental Economics, have recently featured articles highlighting the use of AI in dentistry as a valuable assistive tool that can promote better dental outcomes when used in combination with hands-on practitioners. There are also ethical, legal, and practical concerns that state legislatures are trying to fit into the picture of a fast-moving technology that is hard to keep pace with.

Massachusetts academic institutions, such as Harvard University, offer courses on the subject, and the Massachusetts High Technology Council has published a white paper titled "Becoming the Global Leader in Applied AI for Healthcare and Life Sciences." The Massachusetts legislature is

now considering a bill, HD 396, which notes healthcare as an industry for which "Accountability and Transparency in Artificial Intelligence Systems" is applicable.

RDH magazine highlights the diagnosis of periodontal disease as a particular area where AI will be successfully applied, but also mentions that inputting massive amounts of health information into algorithms raises privacy concerns.

Additionally, both the HD 396 and the dental literature emphasize that biases against protected classes, as well as the potential for fact-based conclusions, need to be addressed. The FDA has already approved some AI health care platforms.

Hearings will be held soon on HD 396, and so far, meetings have been crowded.



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IMPORTANT FACTS ABOUT THE MASSACHUSETTS PAID FAMILY AND MEDICAL LEAVE ACT

Qualification for Leave and Amount of Benefits:

Employers neither decide whether an employee is qualified to take MA PFML, nor the amount of the weekly benefits to be awarded. These decisions are solely under the auspices of the MA Department of Family & Medical Leave.

Parental Leave/Bonding Leave:

A leave of UP TO 12 weeks is available at any time within the first 12 months following a child's birth or adoption (or foster care placement). Contrary to common misconception, the employee is NOT REQUIRED to take such leave immediately upon birth of a child. If the employee seeks such parental leave on an intermittent basis, rather than taking full-time consecutive weeks, it may be taken intermittently only if the employer agrees.

Benefit Year:

While FMLA (federal Family & Medical Leave Act) allows employers to choose the leave year, such as calendar, MA PFML has a "benefit year," which starts the Sunday before the employee's first day of leave and lasts for 52 consecutive weeks.

Continuation of Health Insurance Benefits:

While an employee is on protected PFML, an employer may require the employee to pay their share of the monthly health insurance premium, according to the employer's policies. Employers are responsible for notifying the employee, before the employee goes on their leave, of the amount of their contribution to the monthly premium and when (i.e., by the 5th of each month) such payment must be submitted to the employer.

Feel free to contact us should you have any questions. We are available to assist in updating your policies to reflect the important information outlined above or assist you with any other employment needs you may have.

Attorney Helene Horn Figman combines specialized legal knowledge in employment law with the skills and perspectives uniquely suited to Human Resources Consulting.
www.figmanlaw.com

Information about her anti-harassment and anti-discrimination education programs can be found at www.workplaceawarenesstraining.com

This article has been prepared by the Law Offices of Helene Horn Figman, P.C. for general informational purposes only. It does not constitute legal advice and is presented without any representation of warranty whatsoever.



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Recruiting Etiquette

My father always said, *"If you are going to do something, do it right, and make sure you treat people right in the process."*

My team and I apply this to our recruiting work, and if you are recruiting yourself, applying this concept to your recruiting process will influence your reputation as an employer.

You may wonder how you would apply this concept to the task of recruiting.

Simply ask yourself:

- Do I schedule interviews with candidates promptly?
- For those I am not interested in interviewing, do I decline their candidacy on the various job boards so they know they should continue their search?
- Do I make the candidates wait when they arrive for the interview?
- Am I not prepared for the interview or do I allow for interruptions, or a lack of privacy and focus?
- Do I express to the candidate what my practice is all about versus battering them with questions, not letting them ask questions of their own?
- Do I tell the candidate of the next steps in the process and how long before they should expect to hear back from us?

- Do I schedule a call to answer the selected candidates' questions after they have accepted the offer, which is also provided in writing?

- Do I stay in touch with the selected candidate weekly prior to their start date?

- Do I make the "let down" calls to the candidates as soon as the position is filled?

This seems like a lot of work., and it is. Some clients utilize an outside recruiter for that reason, but if you rarely have positions open, it is manageable to accomplish.

Remember that one of the most common complaints we hear from candidates is that they "never hear back." This shows a lack of respect from the employer. The dental labor pool in this geographic area is small, and candidates talk to one another. Even if you failed to get back to a candidate you did not wish to hire, they may be best friends with a candidate you would love to attract to your office.

If reputational harm has already been done based on how the rejected candidate was treated, you will lose the one you seek.

Treating people right, whether they are the "right fit" for your practice or not, is the right thing to do.

You can never go wrong, doing the right thing.

This is another thing my father taught me.



**RIGHT FIT
RECRUITING**

*Private, Family Run Recruiting Firm in New England
Specializing in Dental Industry Recruiting*

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Why Every Local Business Needs a Google Business Profile

Hint: It's free, powerful, and makes you look like a total pro.

The Power of Google Business Profiles

In today's digital age, having a strong online presence is crucial for local businesses. A Google Business Profile (GBP) is one of the most effective tools to enhance your visibility and credibility. Here's why:

Increased Visibility: Over 90% of global searches occur on Google, making it essential for businesses to have a listing to build a strong brand image. [Coolest Gadgets](#)

Customer Engagement: A verified Google Business Profile receives an average of 200 monthly interactions and 595 annual calls, showing its strong impact on customer engagement and direct communication. [Birdeye Experience Marketing platform](#)

Enhanced Credibility: Complete Google Business Profiles are 7 times more likely to get clicks than incomplete ones. [Cube Creative](#)

A Personal Anecdote

Now, here's the kicker—I don't have a Google Business Profile yet. I know, I know. It's like being a web developer without a website, or the cobbler's kids without shoes. But I'm working on it! The data doesn't lie, and I want my business

to be easily discoverable, trustworthy, and professional-looking.

How to Set Up Your Google Business Profile

Setting up your GBP is straightforward:

Visit: <https://www.google.com/business>

Enter Your Business Information: Name, address, phone number, website, and business category. [LinkedIn](#)

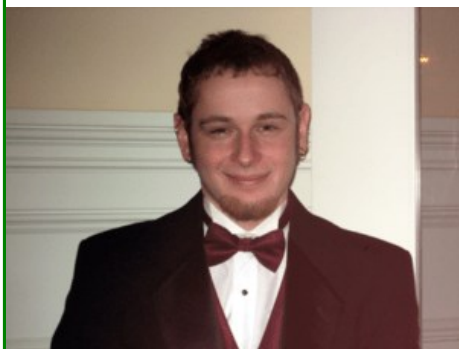
1. **Verify Your Business:** Google will send a postcard with a verification code to your business address.

2. **Optimize Your Profile:** Add photos, business hours, and a compelling description. [Boostability](#)

3. **Engage with Customers:** Respond to reviews and post updates regularly. [Harvard Media](#) <https://www.harvardmedia.com/blog/google-business-listing-small-business>

Conclusion

A Google Business Profile is more than just a listing; it's a powerful tool to enhance your online presence, engage with customers, and drive sales. If you haven't set one up yet (like me), there's no better time than now.



Clients of record may recognize **George Whitcher**.

We are so proud to say that George worked here at ACTSmart IT from 2007 – 2010 as our lead web developer.

Since then, George, the perpetual student and driven professional, has made his mark!

He has been at the forefront of web development since **2006**, holding **lead development positions** and crafting high-performance websites, applications, and digital strategies. His expertise spans **website development, mobile app development, and server management**, making him a well-rounded and highly sought-after professional in the industry.

George Whitcher
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Are you familiar with the words known as “homophones”?

They're the most difficult kinds of words to easily recognize because they may sound exactly or almost the same.

And spellcheck is NO help with these: A correctly spelled word will be allowed.

So, (to / too / two) test (your / you're / yore) knowledge, (hear / here) are a few sentences with choices to make (and with answers at the end).

1. Mark had to (poor / pour / pore) over the material to be sure it was (rite / right / write).
2. The glass was filled up (to / two / too) (it's / its' / its) very top.
3. Are you (sure / shore) (you're / your) going to find (joust / just) (to / too / two) of them?
4. How did that (effect / affect) (your / you're / yore) work today?
5. Sally (road / rode) (buy / by / bye) the office quickly.
6. (It's / its / its') a surprise, (so / sew) (dew / do / due) (knot / not / naught) (peak / pique / peek)!
7. I have three (pares / pairs / pears) of (knew / new / gnu) sandals!
8. Are (yew / you) confused yet (about / abut) this quiz?
9. Is the (principle / principal) available?
10. Are (they're / their / there) any (more / moor) (cents / scents / sense) to know / no about?

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Grammar Goddess Communication

I will help you look and sound as smart as you are.



**Editing / Proofreading of
Annual Reports — Blogs — Business / Nonfiction
Books — Podcast Transcriptions — Websites**

**Never ask: How smart is that person?
Always ask: How IS that person smart?**

June 2025—In This Issue:

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This newsletter was thoughtfully edited by Susan Rooks, the Grammar Goddess, so we can look and sound as smart as we are.



Susan Rooks

The Grammar Goddess

<https://www.linkedin.com/in/susanrooks-the-grammar-goddess/>

«First Name» «Last Name»

«Company»

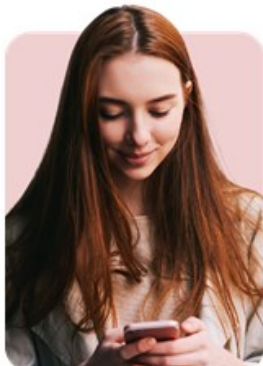
«Billing Address Line 1»

«Billing Address City», «Billing Address State» «Billing Address Postal Code»

Fill your schedule without lifting a finger.

Missing a text doesn't have to mean missing a scheduling opportunity. With Weave's Missed Text Auto Reply, customers can book appointments even when you're too busy to respond.

Get started



I'd like to schedule an appointment.



Hi Lily! We're currently closed but we'll get back to you tomorrow. If you want to book an appointment now, click [here](#).

Never miss a chance to book an appointment.

Reply automatically when you're busy, away, or closed.

Include a scheduling link, so customers can book instantly.

Send replies directly from your office number.

Personalize messages with customer names.

Get a \$50 Starbucks gift card when you demo Weave's Missed Text Auto Reply by June 30!*



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