

# Privacy Policy

We are committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Privacy Policy describes how your personal information is collected, used, and shared when you visit <https://specialtydentalbrands.com> (the “Site”).

During your visit to our Site, remember that the medical and health information presented here is intended to be general in nature and should not be viewed as a substitute for professional advice. Please consult with a healthcare professional for all matters relating to personal medical and healthcare issues.

## PERSONAL IDENTIFICATION INFORMATION WE COLLECT

We may collect personal identification information from Users in a variety of ways, including but not limited to when Users visit our Site, and in connection with other activities, services, features, or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, mailing address, phone number, social security number, insurance information, and medical history. Users may, however, visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identifying information, except that it may prevent them from engaging in certain Site-related activities.

## HEALTH AND MEDICAL INFORMATION

Certain health and medical information about you is protected under the Health Insurance Portability and Accountability Act (“HIPAA”) and applicable state law. This information may be provided by you online or offline or may be collected by us from other methods such as through a healthcare provider. We protect covered health and medical information as required by HIPAA and applicable state law. Similarly, we may use covered health and medical information as permitted by HIPAA and applicable state law. Please refer to the “Notice Of Privacy Practices” link in the footer of the Site.

## NON-PERSONAL IDENTIFICATION INFORMATION WE COLLECT

When you visit the Site, we may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information. Additionally, as you browse the Site, we collect information about the individual web pages or services that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

When we talk about “Personal Information” in this Privacy Policy, we are talking about Device Information, Patient Registration Information, and Patient Referral Information.

#### **HOW WE USE YOUR PERSONAL INFORMATION**

We use the Patient Registration Information that we collect to submit any registrations placed through the Site.

Additionally, we use this Patient Registration Information to

- Communicate with you
- Screen registration submissions for potential risk or fraud
- Register you for or provide you with information for programs and services you have requested
- Respond to your emails or online requests
- Send you information you request

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site and to assess the success of our marketing and advertising campaigns).

#### **HOW WE PROTECT YOUR INFORMATION**

We adopt appropriate data collection, storage and processing practices, and security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information, username, password, transaction information, and data stored on our Site.

#### **SHARING YOUR PERSONAL INFORMATION**

We do not sell, trade, or rent Users’ personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and Users with our business partners, trusted affiliates, and advertisers for the purposes outlined above.

We share your Personal Information with third parties to help us use your Personal Information,

as described above. We also use Google Analytics to help us understand how our customers use the Site—you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant, or other lawful requests for information we receive, or to otherwise protect our rights.

#### MICROSOFT CLARITY

We partner with Microsoft Clarity and Microsoft Advertising to capture how you use and interact with our website through behavioral metrics, heatmaps, and session replay to improve and market our products/services. Website usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising. For more information about how Microsoft collects and uses your data, visit the [Microsoft Privacy Statement](#).

#### 8 X 8 – CONSENT FOR TEXTS TO WIRELESS NUMBER

By providing my wireless phone number to Specialty Dental Brands, I agree and acknowledge that Specialty Dental Brands may communicate via text messages to my wireless phone number for purposes of patient communication, and that I may Opt-out at any time by replying "STOP".

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

#### BEHAVIORAL ADVERTISING

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by going here:

- FACEBOOK – <https://www.facebook.com/settings/?tab=ads>
- GOOGLE – <https://www.google.com/settings/ads/anonymous>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at <http://optout.aboutads.info>.

#### DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

#### **DATA RETENTION**

When you submit form information through the Site, we will maintain your Patient Registration Information for our records unless and until you ask us to delete this information.

#### **THIRD-PARTY WEBSITES**

Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors, and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

#### **CHANGES TO THIS POLICY**

Specialty Dental Brands® has the discretion to update this Privacy Policy at any time to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons. When we do, we will post a notification on the main page of our Site. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

#### **YOUR ACCEPTANCE OF THESE TERMS**

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.