

DentalTek Privacy Statement

DentalTek (the “Company”) is committed to protecting the privacy of individuals who visit the Sites (“Visitors”), individuals who register to use the Services (as defined below) (“Customers”) and individuals who register to attend the Company’s corporate events (“Attendees”). This Privacy Statement describes the Company’s privacy practices in relation to the use of the Site (as defined below) and the related applications and services offered by the Company (the “Services”).

The Company abides by the U.S.-EU Safe Harbor Framework and the U.S. - Swiss Safe Harbor Framework as set forth by the U.S. Department of Commerce and the European Union. The Company has certified that it adheres to the Safe Harbor Principles.

1. Websites Covered

This Privacy Statement covers the information practices of www.DentalTek.com (the “Site”). The Site may contain links to third party websites. The information practices or the content of such third party websites is governed by the privacy statements found therein. The Company encourages you to review the privacy statements of third party websites to understand their information practices.

2. Information Collected

When expressing an interest in obtaining additional information about the Services or registering to use the Services, the Site requires that you provide the Company with personal contact information, such as your name, company name, address, phone number, and email address (“Required Contact Information”). When purchasing the Services, the Site may require that you to the Company with your billing information, such as billing name and address, credit card number, and the number of employees within the organization that will be using the Services (“Billing Information”). Required Contact Information, Billing Information, and other information gathered through the Site relating to Customers are referred to collectively as “Customer Data”, or in the case of Attendees, “Attendee Data.”

As you navigate the Site, it may also collect information through the use of commonly used information-gathering tools, such as cookies and web beacons (“Website Navigational Information”). Website Navigational Information includes standard information from your web browser (such as browser type and browser language), your Internet Protocol address (“IP Address”), and the actions you take on the Site (such as the web pages viewed and the links clicked).

3. Use of Information Collected

The Company uses Customer Data to perform the Services requested. For example, if

you fill out a “Contact Us” web form, the Company will use the information provided to contact you about your interest in the Services.

The Company also uses Attendee Data to plan and host corporate events, host online forums and social networks in which Attendees may participate, and to populate online profiles for Attendees on the Site.

The Company may also use Customer Data and Attendee Data for marketing purposes. For example, the Company may use information you provide to contact you to further discuss your interest in the Services and to send you information regarding the Company, its affiliates, and its partners, such as information about promotions or events.

The Company uses credit card information solely to check the financial qualifications and collect payment from prospective Customers and Attendees.

The Company uses Website Navigational Information to operate and improve the Site. The Company may also use Website Navigational Information alone or in combination with Customer Data or Attendee Data to provide personalized information about the Company.

4. Website Navigational Information

This section describes the types of Website Navigational Information used on the Site and how this information may be used.

Cookies

The Site uses cookies to make interactions with the Site easy and meaningful. When you visit the Site, its servers send a cookie to your computer. Standing alone, cookies do not personally identify you; they merely recognize your web browser. Unless you choose to identify yourself to the Site, either by responding to a promotional offer, opening an account, or filling out a web form (such as a “Contact Me” form), you remain anonymous to the Company.

The Site uses cookies that are session-based and persistent-based. Session cookies exist only during one session. They disappear from your computer when you close your browser software or turn off your computer. Persistent cookies remain on your computer after you close your browser or turn off your computer. Please note that if you disable your web browser’s ability to accept cookies, you will be able to navigate the Site, but you will not be able to successfully use the Services.

The following sets out how The Site uses different categories of cookies and your options for managing cookies’ settings:

Required Cookies

Required cookies enable you to navigate the Site and use its features, such as accessing secure areas of the Site and use the Services.

If you have chosen to identify yourself to the Site, the Company uses cookies containing encrypted information to allow the Company to uniquely identify you. Each time you log into the Site, a cookie containing an encrypted, unique identifier that is tied to your account is placed on your web browser. These cookies allow the Company to uniquely identify you when you are logged into the Site and to process your online transactions and requests.

Because required cookies are essential to operate the Site and the Services, there is no option to opt out of these cookies.

Performance Cookies

These cookies collect information about how Visitors use the Site, including which pages visitors go to most often and if they receive error messages from certain pages. These cookies do not collect information that individually identifies a Visitor. All information these cookies collect is aggregated and anonymous. It is only used to improve how the Site functions and performs.

Functional Cookies

Functionality cookies allow the Site to remember information you have entered or choices you make (such as your username, language, or your region) and provide enhanced, more personal features. These cookies also enable you to optimize your use of the Services after logging in. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customize. The Site uses local shared objects, also known as flash cookies, to store your preferences or display content based upon what you view on the Site to personalize your visit.

Targeting or Advertising Cookies

From time-to-time, the Company engages third parties to track and analyze usage and volume statistical information from individuals who visit the Site.

The Company sometimes uses cookies delivered by third parties to track the performance of its advertisements. For example, these cookies remember which web browsers have visited the Site. The information provided to third parties does not include personal information, but this information may be re-associated with personal information after the Company receives it.

The Company also contracts with third-party advertising networks that collect IP Addresses and other information from web beacons (see below) on the Site, from emails, and on third party websites. Ad networks follow your online activities over time by collecting Website Navigational Information through automated means, including through the use of cookies. They use this information to provide advertisements about products and services tailored to your interests. You may see these advertisements on other websites. This process also helps us manage and track the effectiveness of our marketing efforts.

Third parties, with whom the Company partners to provide certain features on the Site or to display advertising based upon your web browsing activity, use flash cookies to collect and store information. Flash cookies are different from browser cookies because of the amount of, type of, and how data is stored.

Web Beacons

The Site uses web beacons alone or in conjunction with cookies to compile information about Customers' and Visitors' usage of the Site and interaction with emails from the Company. Web beacons are clear electronic images that can recognize certain types of information on your computer, such as cookies, when you viewed a particular website tied to the web beacon, and a description of a website tied to the web beacon. For example, the Company may place web beacons in marketing emails that notify the Company when you click on a link in the email that directs you to the Site. The Company uses web beacons to operate and improve the Site and email communications.

IP Addresses

When you visit the Site, it collects your IP Address to track and aggregate non-personal information. For example, the Site uses IP Addresses to monitor the regions from which Customers and Visitors navigate the Site.

The Site also collects IP Addresses from Customers when they log into the Site as part of the Site's "Identity Confirmation" and "IP Range Restrictions" security features.

Social Media Features

The Site may use social media features, such as the Facebook "like" button ("Social Media Features"). These features may collect your IP Address and which page you are visiting on the Site, and may set a cookie to enable the feature to function properly. You may be given the option by such Social Media Features to post information about your activities on the Site to your profile page on a third party social media network. Social Media Features may be hosted by a third party or hosted directly on the Site. Your interactions with these features are governed by the privacy policy of the company providing the relevant Social Media Features.

Do Not Track

Currently, various browsers – including Internet Explorer, Firefox, and Safari – offer a "do not track" or "DNT" option that relies on a technology known as a DNT header, which sends a signal to websites visited by the user about the user's browser DNT preference setting. The Site does not currently commit to responding to browsers' DNT signals with respect to the Site, in part, because no common industry standard for DNT has been adopted by industry groups, technology companies or regulators, including no consistent standard of interpreting user intent. The Company takes privacy and meaningful choice seriously and will make efforts to continue to monitor developments around DNT browser technology and the implementation of a standard.

5. Public Forums, Refer a Friend, and Customer Testimonials

The Company may provide bulletin boards, blogs, or chat rooms on the Site. Any personal information you choose to submit in such a forum may be read, collected, or used by others who visit these forums, and may be used to send you unsolicited messages. The Company is not responsible for the personal information you choose to submit in these forums.

Customers and Visitors may elect to use the Company's referral program to inform friends about the Site. When using the referral program, the Company requests the friend's name and email address. The Site will automatically send the friend a one-time email inviting him or her to visit the Site. The Site does not store this information.

The Company posts a list of Customers and testimonials on the Site that contain information such as Customer names and titles. The Company obtains the consent of each Customer prior to posting any information on such a list or posting testimonials.

6. How Information is Shared

Service Providers

The Company may share Customer Data or Attendee Data with the Company's contracted service providers so that these service providers can provide services on our behalf. Without limiting the foregoing, the Company may also share Customer Data or Attendee Data with the Company's service providers to ensure the quality of information provided, and with third party social networking and media websites, such as Facebook, for marketing and advertising on those websites. Unless described in this Privacy Statement, the Company does not share, sell, rent, or trade any information with third parties for their promotional purposes.

Company Affiliates

The Company may share Customer Data with other companies in order to work with them, including affiliates of the Company. For example, the Company may need to share Customer Data for customer relationship management purposes.

Business Partners

From time to time, the Company may partner with other companies to jointly offer products or services. If you purchase or specifically express interest in a jointly-offered product or service from the Site, the Company may share Customer Data collected in connection with your purchase or expression of interest with our joint promotion partner(s). The Company does not control our business partners' use of the Customer Data we collect, and their use of the information will be in accordance with their own privacy policies. If you do not wish for your information to be shared in this manner, you may opt not to purchase or specifically express interest in a jointly offered product or service.

The Company does not share Attendee Data with business partners unless you specifically opt in to such sharing via an event registration form. If you do not wish for

your information to be shared in this manner, you may choose not to opt in via event registration forms. If you choose to share your information with business partners in the manner described above, your information will be subject to the business partners' respective privacy statements.

Third Parties

This Privacy Statement sets forth the information the Company collects on the Site and the information we share with third parties. The Company does not authorize the collection of personal information by third parties through advertising technologies deployed on the Site, nor do we share personal information with any third parties collected from the Site, except as provided in this Privacy Statement. Section 4 of this Privacy Statement, Website Navigational Information, specifically addresses the information we collect through cookies and web beacons, and how you can control cookies through your web browsers.

Billing

The Company uses a third-party service provider to manage credit card processing. This service provider is not permitted to store, retain, or use Billing Information except for the sole purpose of credit card processing on the Company's behalf.

Compelled Disclosure

The Company reserves the right to use or disclose information provided if required by law or if the Company reasonably believes that use or disclosure is necessary to protect the Company's rights and/or to comply with a judicial proceeding, court order, or legal process.

Children and Privacy

The Site is not directed at children and most services offered on the Site are designed for businesses and adults. We do not knowingly collect information from or about children under 13 years of age.

7. Correcting and Updating Your Information

To update Billing Information or discontinue your Service please email us at billing@DentalTek.com, call us at +1 (844) 368-5835 or visit the DentalTek Billing Portal at [https://](https://dentaltekcustomerssp.mybillsystem.com)

dentaltekcustomerssp.mybillsystem.com. Requests to access, change, or delete your information will be handled within 30 days.

8. Customer Data

Customers may electronically submit data or information other than Customer Data to the Company for hosting and processing purposes ("Other Data"). The Company will not review, share, distribute, or reference any such Other Data except as provided in the Company's Master Subscription Agreement (the "MSA"), Business Associate Agreement (the "BAA"), or as may be required by law. In the event that any of the Other Data

constitutes protected health information (“PHI”), such PHI shall be subject to the terms of the agreements referenced above and the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”). In accordance with the MSA, the BAA, and HIPAA, the Company may access Other Data only for the purpose of providing the Services or preventing or addressing service or technical problems or as may be required by law.

9. Security

The Site uses robust security measures to protect Customer Data and Attendee Data. The Site is scanned on a regular basis for security holes and unknown vulnerabilities in order to make your visit to the Site as safe as possible. We use regular malware scanning.

Your personal information is contained behind secure networks and is only accessible by a limited number of persons with specific access rights to such systems, and such persons are required to keep personal information confidential. In addition, all sensitive information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user enters, submits, or accesses their information to maintain the safety of their personal information. All transactions are processed through a gateway provider and are not stored or processed on our servers.

10. Changes to This Privacy Statement

The Company reserves the right to change this Privacy Statement. The Company will provide notification of the material changes to this Privacy Statement through the Site at least five (5) business days prior to the change taking effect.

To the extent that any statement or policy of the Company contained in this Privacy Statement conflicts with the terms of our MSA, BAA, or HIPAA, we reserve the right to immediately change the terms of this Privacy Statement without notice.

11. Contacting Us

Questions regarding this Privacy Statement or the information practices of the Site should be emailed to info@dentatek.com.