## **Privacy Policy**

All Things Dental (“we, “us”, “our” or “Company”) operates the www.allthingsdental.net website (“Site”). This policy applies to our website as well as to the services we provide (collectively known as the “Services”).

By using www.allthingsdentalnet, you agree to the terms of the All Things Dental Privacy Policy. If you disagree with the terms of the Privacy Policy, please discontinue the use of the website. All Things Dental reserves the right to change the Privacy Policy at any time. Your continued use of the website following these changes will constitute your agreement with the updated Privacy Policy.

We are committed to ensuring that your personal information is protected and kept confidential. By accepting the Company’s Terms of Use or providing information to us via our Site, you consent to the use and disclosure of personally identifiable information as outlined in this Privacy Policy.

We intend to protect the privacy and provide for the security of protected health information disclosed to us under the Health Information Portability and Accountability Act (“HIPAA”), the Health Information Technology for Economic and Clinical Health Act, and regulations promulgated there under by the U.S. Department of Health and Human Service (the “HIPAA Regulations”), and other applicable laws.

**INFORMATION COLLECTION**

Protected health information is information that includes, but is not limited to, identifying data such as name, social security number, address, contact information, as well as information about personal health issues submitted through the Services. Personally identifiable information may include all such types of information.

We keep confidential all personally identifiable information that identifies an individual whether or not it relates to an individual’s past, present, or future physical or mental health condition.

As a Business Associate of healthcare providers that are Covered Entities under the federal healthcare privacy and security rules (HIPAA and HITECH), we maintain protected health information (PHI) in compliance with these rules and our contractual obligations with healthcare providers. We collect information solely to provide the services, marketing and promoting our services to you, and for market research data. We and our partners may also collect personally identifiable information for marketing, user experience monitoring, and improvement for related business purposes.

We maintain web logs to record data about all visitors who use this site and interact with the Services and we will store this information. These logs may contain IP address information, types of operating systems you use, geolocation, the date and time you visited the site, and information about the device you use to connect to the Services.

All Web logs are stored securely and are accessible to a limited number of employees and contractors, who have to adhere to strict guidelines regarding user data security and privacy.

We will use your registered e-mail address to contact you to manage your account with us. It is a minimum required permission, as we will need it to update you about your account status, new openings, and updates from allthingsdental.net. If you do not want to receive any promotional or other updates we send you, excluding any emails relating to Account Management, you can update your preferences at any time.

**NON-PERSONAL IDENTIFICATION/COOKIES TECHNOLOGY**

A cookie is a small data file that certain websites write to your hard drive when you visit them. A cookie file, for instance, may collect account login information, but the only personal information a cookie can contain is information you provide. Your account login information or profile information is not stored in cookies.

We may use cookie technology in the aggregate as opposed to using any personally identifiable information, to understand how our users collectively use our Site. This helps us continually improve our Site.

We may also use non-personal information to analyze data into useful information. This process is done in the aggregate, is non-personal, and allows us to find correlations and patterns in the data.

**SECURITY OF INFORMATION COLLECTED**

We use account information in a password-protected environment as a security measure to protect your data. We use administrative, physical, and technical safeguards to protect data. We maintain a high level of data protection via safeguards such as data backup, audit controls, access controls, and some data encryption. Our Site and the Services use industry-standard SSL encryption to enhance the security of electronic data transmissions. We will maintain all applicable PCI DSS requirements to the extent that it has access to, or otherwise stores, processes, or transmits cardholder data.

In addition, we urge you to take precautionary measures to maintain the integrity of your data. Please make sure no one can see or has access to your account and Registered User ID/password information. If you use a public computer, e.g., at a library or a university, always remember to log out of the Site or Services.

**SELF-REVIEW OF DATA AND THE ABILITY TO DELETE YOUR ACCOUNT INFORMATION**

You may request to delete any personal information and to de-authorize the collection of personal information in the future by sending us an email at Office@allthingsdental.net.

**THIRD-PARTY SITES/TRUSTED RELATIONSHIPS**

We disclose personally identifiable information about you as required or permitted by law, including complying with legal processes (for example, we may disclose your information as necessary to comply with an authorized civil, criminal or regulatory investigation). We fully cooperate with law enforcement agencies in identifying those who use our services for illegal activities and may, in our sole discretion, disclose personal information or other information to satisfy any law, regulation, subpoena, or government request. We reserve the right to release personal information or other information about users who we believe are engaged in illegal activities or are otherwise in violation of our Terms of Use, even without a subpoena, warrant, or court order, if we believe, in our sole discretion, that such disclosure is necessary or appropriate to operate our web site or to protect our rights or property, or that of our affiliates, or our officers, directors, employees, agents, third-party content providers, suppliers, sponsors, or licensors. We also reserve the right to report to law enforcement agencies any activities we reasonably believe in our sole discretion to be unlawful. If legally compelled to disclose information about you to a third party, we will attempt to notify you by email to the email address in our records unless doing so would violate the law or unless you have not provided your email address to us.

**BREACH DISCLOSURE**

If our System (as defined in the Terms of Use) is affected by a data breach, we shall notify Customers (as defined in the Terms of Use) within ten (10) days following the determination of the breach of security or reason to believe the breach occurred. We will notify any affected individuals of the breach within thirty (30) days following the determination of the breach of security or reason to believe the breach occurred, unless: (i) after an appropriate investigation and consultation with relevant federal, state, or local law enforcement agencies, it has been reasonably determined that the breach has not, and will not likely, result in identity theft or any other financial harm to the individuals whose personal information has been accessed, or (ii) if law enforcement determines that notice would interfere with a criminal investigation.

**CHANGES TO THIS PRIVACY POLICY**

We may amend our Privacy Policy in the future. If changes are made, we will post those changes on the site and other places we deem appropriate.

**QUESTIONS OR SUGGESTIONS**

If you have any questions or suggestions on ways we can improve our privacy policy concerning personal information, please email us at Office@allthingsdental.net.

**ACCEPTANCE**

Your use of www.allthingsdental.net acknowledges your acceptance of the terms in this Privacy Policy. If you do not agree with the terms in this Privacy Policy you should not use the www.allthingsdental.net service. You are responsible for reading the Privacy Policy before using www.allthingsdental.net.

If you have questions regarding the Privacy Policy please contact us at Office@allthingsdental.net.