

PEDIATRIC DENTAL PARTNERS PRIVACY POLICY

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You can find the previous version of this Policy [here](#).

Pediatric Dental Partners (“PDP,” “us,” “we” or “our”) has created this Privacy Policy (“Policy”) that describes how Pediatric Dental Partners collects, uses, discloses, transfers, stores, retains or otherwise processes your information when you (whether in your individual or business capacity) access or use our Internet domains pediatricdentalpartners.com (our “Website” or “Site”).

We encourage you to read this Policy carefully for a complete description of our privacy practices relating to our Website, your rights with regards to your personal data and information about how you can exercise your rights with us. However, in general:

- We collect and process your personal data through our Websites, which we use to provide you with access to our Websites, advertise our Services, perform analytics and to improve and secure our Websites.
- We collect and process your (or your dependent’s) personal data when you create an account and schedule an appointment through the Website, which we use to schedule appointments and provide our dental services to you or your dependents.
- We may also use your phone number and email to communicate with you regarding your dental services and appointments as well as news, special offers and general information about other goods, services and events
- We don’t sell your personal data for money, but we will disclose your online browsing data to our online analytics, advertising and marketing partners in exchange for services and analytics.
- We use and disclose your online browsing data for targeted advertising purposes.
- How we collect and process your health information is described in our HIPAA Notice of Privacy Practices.
- You can contact our privacy office at info@pediatricdentalpartners.com.

Finally, if you’d like to review a specific section of our Policy, please use the below table of contents:

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GENERAL DISCLOSURES

If you are in the United States, there are federal laws that may entitle you to additional disclosures and rights regarding the sharing of certain kinds of health related data. Those disclosures can be found in our HIPAA Notice of Privacy Practices and are not described in this Policy.

Note that our Website is hosted in the United States. If you are visiting this Website from outside of the United States, your information is being stored or processed in the United States where our data center and servers are located and operated. The United States may not have privacy laws that are as strong or comprehensive as the privacy laws in your own country.

WHAT INFORMATION WE COLLECT AND DISCLOSE AND FOR WHAT PURPOSES

In the course of performing our Services, we collect a variety of different kinds of personal data from a variety of different individuals. What information we collect and the purposes for which it is collected will depend on the context of our activities or the Service that is being performed. Therefore, just because this Policy lists a particular data collection practice does not mean that we have necessarily collected that data from you. Instead, please review the applicable disclosures below to learn about how we may have collected personal data from you depending on how you have interacted with us.

Note that all personal data that we collect, regardless of context of collection, may be used for the following purposes:

- **For corporate transactions.** We may use and disclose all or part of your personal data with other entities in connection with the sale, assignment, merger or other transfer of all or a portion of our organization or assets to such entities (including due to a sale in connection with a bankruptcy).
- **For legal purposes.** We may use and disclose all or part of your personal data to courts, litigants, regulators, arbitrators, administrative bodies or law enforcement when we have reason to believe that disclosing this information is necessary to resolve actual or suspected claims. We may also disclose your personal data in order to identify, contact or bring legal action against someone who may be violating any agreement with us, or may be causing injury to or interference with (either intentionally or unintentionally) our rights or property, other users of the Services, or anyone else that could be harmed by such activities. We may disclose information in response to a subpoena, search warrant, in connection with judicial proceedings, or pursuant to court orders, legal process or other law enforcement measures.
- **Deidentification.** We may process your personal data into aggregated, anonymized or de-identified form for any purpose. Aggregated, anonymized or de-identified information is information that can no longer reasonably identify a specific individual and is no longer “personal data.”

Website Visitors

When you visit our Website, we may automatically collect the below personal data from you for the specified purposes.

- We may collect online identifier, geolocation, internet, electronic network activity and device information relating to you.
- We may use this information to operate our Website and provision it to you, personalize your use of our Website, measure and to track and analyze trends and usage in connection with your use or the performance of our Website and to advertise our Services.
- We generally collect this information from you directly, although we may collect information from referring websites, third-party data providers or from our information technology, security and site hosting providers.

- We may disclose this information to our service providers, affiliates, operational vendors and our advertising and marketing partners.
- We do not “sell” this information in the usual sense of the word, that is, we do not give this information to third parties in exchange for money. However, we may provide this information to third-parties in exchange for marketing, advertising and analytics services.
- We may share this information with our marketing vendors for the purposes of targeted advertising or cross-contextual behavioral advertising.

Further, we may collect personal data from you in the form of cookies. For information regarding how we collect, process and disclose personal data in the context of cookies, click [here](#).

Appointment Scheduling

If you use our Website to create an account or to schedule an appointment for the first time:

- We will collect your (or your dependent’s) identifier, age, insurance information, phone number, email and information about why you are visiting our practice.
- We may use this information to schedule appointments and provide our dental services to you or your dependents. We may also use your phone number and email to communicate with you regarding your dental services and appointments as well as news, special offers and general information about other goods, services and events.
- We collect this information from you directly.
- We may disclose this information to our service providers, affiliates and operational vendors.
- We do not sell this information.
- We do not use this information purposes of targeted advertising or cross-contextual behavioral advertising.

3. WEBSITE TECHNOLOGIES DISCLOSURE

Like many website operators, PEDIATRIC DENTAL PARTNERS and its analytics vendors use server logs and automated data collection tools, such as browser cookies, pixel tags, scripts and web beacons. These tools are used for analytics purposes to enable us to understand how users interact with the Website and for advertising our services and organization on the Internet.

What is a cookie?

A cookie is a small text file that is placed on your hard drive by a web page server. Cookies contain information that can later be read by a web server in the domain that issued the cookie to you. There are several types of cookies:

- **Session cookies** provide information about how a website is used during a single browser session while a user is visiting a website. Session cookies usually expire after the browser is closed.
- **Persistent cookies** remain on your device between different browser sessions for a set amount of time in order to enable the website to remember user preferences, settings, or actions across other sites. A persistent cookie will remain on a user’s device for a set period of time specified in the cookie.
- **First-party cookies** are cookies set by the operator of the website you are visiting.
- **Third-party cookies** are cookies set by third parties that are different from the operator of the website you are visiting.

Our collection of cookies

We, our marketing partners, affiliates, and analytics or service providers use cookies and other similar technologies. We group the cookies that we collect into the following categories based upon their function (note that all types of cookies, as described above, may be found in each category):

Category	Description
Essential Cookies	Essential cookies are sometimes called “strictly necessary” as without them we cannot operate and administer the Website.
Analytics or Performance Cookies	These cookies track information about visits to the Websites so that we can make improvements and report our performance. For example: analyze visitor and user behavior so as to provide more relevant content or suggest certain activities. They collect information about how visitors use the Websites, which site the user came from, the number of each user’s visits and how long a user stays on the Websites. We might also use analytics cookies to test new ads, pages, or features to see how users react to them.
Functional or Preference Cookies	During your visit to the Websites, cookies are used to remember information you have entered or choices you make (such as your username, language or your region) on the Websites. They also store your preferences when personalizing the Websites to optimize your use of the Website. These preferences are remembered, through the use of the persistent cookies, and the next time you visit the Websites you will not have to set them again.
Targeting or Advertising Cookies	These Third Party Cookies are placed by third party advertising platforms or networks in order to, deliver ads and track ad performance, enable advertising networks to deliver ads that may be relevant to you based upon your activities (this is sometimes called “behavioral” “tracking” or “targeted” advertising) on the Websites. They may subsequently use information about your visit to target you with advertising that you may be interested in, on the Websites and other websites.

Third-party cookies

The Website allows third-parties to place cookies on your Internet-connected device in order to deliver advertisements based upon your web-browsing habits and history. Further, in order to provide interoperability and plug-ins from various social media websites (like Facebook), the Website allows these third-parties to place and collect cookies on your Internet-connected device. However, you can restrict the third-party collection of cookies through the instructions provided in the section [How To Opt-Out Of Tracking And Restrict Cookies](#) below.

Analytics Technologies

We may use service providers to provide site metrics and other analytics services. These service providers may use cookies (see above); web beacons (also called clear GIFs or pixels), which are small blocks of code that allow us to measure the actions of visitors using Pediatric Dental Partners’ sites; and other technologies to collect information, such as your IP address, identifiers associated with your device, other applications on your device, the browsers you use to access our sites and Services, webpages viewed, time spent on webpages, links clicked and conversion information (e.g., transactions entered into). This information may be used by Pediatric Dental Partners and its service providers on behalf of Pediatric Dental Partners to analyze and track usage of our sites and Services to determine the popularity of certain content and to better understand how you use our sites and Services.

We use Google Analytics on the Site to analyze how individuals use the Site. We will package up information about how individuals interact with our Site and send it to Google Analytics to be processed into reports. This information includes basic pageviews and visit data such as device type, operating

system, and browser type. When Google Analytics processes data, it aggregates and organizes the data based on particular criteria like whether a user's device is mobile or desktop, or which browser they're using. If, at any time, you choose not to participate in the use of analytics software, please use your web browser's available opt-outs as described in the section [How To Opt-Out Of Tracking And Restrict Cookies](#).

Advertising Technologies

We use remarketing and targeted advertising services through our marketing partners to advertise online. These vendors may show our ads on websites across the internet or use your information to show advertising for third parties.

We utilize Google advertising services on our Websites. Google uses cookies and other technologies for advertising purposes, including to show personalized ads. When you visit our Website, Google's cookies and related technologies pass information about you to Google. Online identifiers (IP addresses, cookie IDs, mobile advertising IDs and other unique identifiers), your browsing and interaction information with our Website and information about your computer, device and web browser are all provided to Google and used for advertising purposes. For more information on how Google manages user data, please consult [Google's Privacy Policy](#).

If, at any time, you choose not to participate our advertising programs, please use your web browser's available opt-outs as described in the section [How To Opt-Out Of Tracking And Restrict Cookies](#).

Web beacons, pixels, tags and scripts

In addition to cookies, we use other technologies to recognize and track visitors to Pediatric Dental Partners' websites. A web beacon (also known as a "tracking pixel" or "clear GIF") is a clear graphic image (typically a one-pixel tag) that is delivered through a web browser or HTML email, typically in conjunction with a cookie. Web beacons allows us certain functionality, for example, monitoring how users move from one page within a website to another, to track access to our communications, to understand whether users have come to a website from an online advertisement displayed on a third-party website, to measure how ads have been viewed and to improve site performance.

These technologies may be used on our sites or in our emails to help us to deliver cookies, count visits, understand usage of our sites, campaign effectiveness and determine whether an email has been opened and acted upon.

Third-Party/Embedded Content.

These cookies are set by third parties whose content is embedded in Pediatric Dental Partners' websites (e.g., video). They may track your online activity in order to enhance your experience or assess the success of their application. We have no direct control over the information these cookies collect. Please review the third party's privacy policy and privacy settings before clicking on embedded content in our site.

Social Media Plug-ins.

These plug-ins allow us to integrate social media functions into Pediatric Dental Partners websites and may also be used for advertising purposes by those social media companies. If you visit our Site while logged into your social media accounts, information about your visit to our Sites, your social media identifier and information about your browser may be provided to those third-party social media companies. You should review the privacy policy of any social media entity with whom you have an account to learn about how they may use your data.

How To Opt-Out Of Tracking And Restrict Cookies

You can opt-out of the tracking of your online behavior by:

- visiting the Network Advertising Initiative (NAI) website opt-out page: <http://www.networkadvertising.org/choices>;

- visiting the Digital Advertising Alliance (DAA) opt-out page: <http://www.aboutads.info/>; and
- downloading and installing the Google browser plug-in from the following link: <http://tools.google.com/dlpage/gaoptout>.

You can control and delete cookies through your browser settings through the following:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Safari](#)
- [Opera](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Safari for iOS \(iPhone and iPad\)](#)
- [Chrome for Android](#)

Please be aware that restricting cookies may impact the functionality of the Website. For example, refusing cookies will not allow Pediatric Dental Partners to present the Website in your preferred language or remember your log-in information. Additional general information about cookies, including how to be notified about the placement of new cookies and how to disable cookies, can be found at www.allaboutcookies.org.

Alternatively, you may visit the U.S. Federal Trade Commission's website www.consumer.ftc.gov to obtain comprehensive general information about cookies and how to adjust the cookie settings on various browsers.

Do Not Track

Do Not Track ("DNT") is an optional browser setting that allows you to express your preferences regarding tracking across websites. Most modern web browsers give you the option to send a Do Not Track signal to the websites you visit, indicating that you do not wish to be tracked. However, there is no accepted standard for how a website should respond to this signal, so we do not take any action in response to this signal. Pediatric Dental Partners does not have a mechanism in place to respond to DNT signals.

4. HOW LONG WE RETAIN YOUR INFORMATION

We may retain your personal data for a period of time that is consistent for us to perform our Services, as well as to comply with applicable law, applicable statute of limitations and our data retention practices. We may also retain your personal data as we believe is reasonably necessary to comply with legal process or governmental request, to detect or prevent fraud, to collect fees owed, to resolve disputes, to address problems, to assist with investigations, to enforce other applicable agreements or policies or to take any other actions consistent with applicable law. Cookies are stored on your own device.

5. MARKETING AND PROMOTIONAL COMMUNICATIONS

You may opt-out of receiving marketing and promotional messages from us, if those messages are powered by us, by following the instructions in those messages. If you decide to opt-out, you will still receive non-promotional communications that are necessary in the performance of our Services.

6. SMS TEXTING

By submitting your phone number in a web form or signing up for text alerts, you consent to receive transactional text messages (e.g., promos, cart reminders, account notifications) from PDP at the number provided. Message frequency varies. Message and data rates may apply.

You can unsubscribe from our SMS program at any time by replying STOP, END, CANCEL, UNSUBSCRIBE, or QUIT to any message you receive. You may receive one final text confirming your request. Your mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. If you need assistance, reply HELP to the message or let us know via [Contact Us](#).

7. INTEGRATIONS AND LINKS TO OTHER SITES

This Policy applies only to our Website, and not to other companies' or organizations' websites to which we link from our Website. Pediatric Dental Partners is not responsible for the privacy practices or the content of such websites or organizations, including any websites that may indicate a special relationship or partnership with us (such as co-branded pages or "powered by" or "in cooperation with" relationships). Other linked websites may collect personal data from you that is not subject to our control. To ensure protection of your privacy, always review the privacy policy of the websites you may visit.

8. SECURITY AND SAFEGUARDS

We take reasonable measures, including administrative, technical, and physical safeguards, to protect your information from loss, theft, misuse, and unauthorized access, disclosure, alteration, and destruction. We hold information about you at our own premises and with the assistance of service providers. Further public disclosure here of our security measures could aid those who might attempt to circumvent those security measures. If you have additional questions regarding security, please contact us directly using the information provided under [Contact Us](#).

9. CHANGES TO THIS PRIVACY POLICY

We may amend this Policy at any time by posting revisions on our Website. If we make any material changes in the way we collect or process your personal data, we will notify you by prominently posting notice of the changes on our Website.

10. CONTACT US

To submit questions, you can contact us by e-mailing us directly at info@pediatricdentalpartners.com.