

## Superior Dental Care Website and Mobile App Privacy Policy

Last modified: 3/28/2016

### **Introduction**

Superior Dental Care ("**Company**" or "**We**" or "**SDC**") respects your privacy and is committed to protecting it through our compliance with this policy. This policy describes the types of information we may collect from you or that you may provide when you visit the website [www.superiordental.com](http://www.superiordental.com) or any subdomains such as Superior Direct Connect (collectively our "**Website**") and/or use the SDC Mobile App ("**Mobile App**") and our practices for collecting, using, maintaining, protecting, and disclosing that information.

### **This policy applies to information we collect:**

- On this Website or Mobile App.
- In email, text, and other electronic messages between you and this Website or Mobile App.
- Through mobile and desktop applications you download from this Website or other sources, which provide dedicated non-browser-based interaction between you and this Website.
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.

### **It does not apply to information collected by:**

- Us offline or through any other means, including on any other website operated by Company or any third party (including our affiliates and subsidiaries); or
- Any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from or on the Website or Mobile App.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website or our Mobile App. By accessing or using this Website or the Mobile App, you agree to this privacy policy.

**This policy may change from time to time. Your continued use of this Website or Mobile App after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.**

### **Children Under the Age of 13**

Our Website or Mobile App is not intended for children under 13 years of age. No one under age 13 may provide any personal information to the Website or Mobile App. We do not knowingly collect personal information from children under 13, so if you are under 13, do not use or provide any information to this Website or Mobile App. Do not provide any information on or through any of the included features of either source, do not register on the Website or Mobile App, use any of the interactive features of this Website or Mobile App or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or

received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact customer service at **1-800-762-3159**.

### **Information We Collect About You and How We Collect It**

**We collect several types of information from and about users of our Website and Mobile App, including information:**

- by which you may be personally identified such as name, postal address, e-mail address, telephone number, social security number/member ID, username, Tax ID, date of birth, group number or any other identifier by which you may be contacted or identified online or offline ("**personal information**");
- that is about you but individually does not identify you, such as location; and/or
- about your internet connection, the equipment you use to access our Website and usage details.

**We collect this information:**

- Directly from you when you provide it to us.
- Automatically as you navigate through the Website or Mobile App. Information collected automatically may include usage details, IP addresses, and information collected through cookies and other tracking technologies.

**Information You Provide to Us. The information we collect on or through our Website or Mobile App may include:**

- Information that you provide by filling in forms on our Website or Mobile App. This includes information provided at the time of registering to use our Website or Mobile App, or requesting further services. We may also ask you for information when you report a problem with our Website or Mobile App.
- Records and copies of your correspondence (including email addresses) if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Your search queries on the Website or Mobile App.

**Information We Collect Through Automatic Data Collection Technologies. As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:**

- Details of your visits to our Website or Mobile App, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website or Mobile App.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

**The information we collect automatically is statistical data and does not include personal information, but we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and Mobile App and to deliver a better and more personalized service, including by enabling us to:**

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website and Mobile App according to your individual interests.
- Speed up your searches.

- Recognize you when you return to our Website.

**The technologies we use for this automatic data collection may include:**

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.

**How We Use Your Information**

**We use information that we collect about you or that you provide to us, including any personal information:**

- To present our Website or Mobile App and its contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To provide you with notices about your coverage.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

**Disclosure of Your Information**

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

**We may disclose personal information that we collect or you provide as described in this privacy policy:**

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Company about our Website and Mobile App users is among the assets transferred.
- To third parties to market their products or services to you if you have consented to these disclosures. We contractually require these third parties to keep personal information confidential and use it only for the purposes for which we disclose it to them. For more information, see Choices About How We Use and Disclose Your Information.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

**We may also disclose your personal information:**

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Superior Dental Care, Inc., our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

**Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this Website may then be inaccessible or not function properly.
- **Promotional Offers from the Company.** If we have sent you a promotional email, you may click on the opt-out choice included at the bottom of the email in order to be omitted from future email distributions. This opt out does not apply to information provided to the Company as a result of a product purchase, product service experience or other transactions.
- We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way.

**Accessing and Correcting Your Information**

You can review and change your personal information by logging into the Website or in some instances, the Mobile App and visiting your account profile page.

You may also call us at **1-800-762-3159** to request access to, correct or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

**Data Security**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls.

The safety and security of your information also depends on you. Where we have given you or where you have chosen a password for access to certain parts of our Website or Mobile App, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website or Mobile App. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website or the Mobile App.

### **Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on the main page of the Website. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Website and/or Mobile App. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website or Mobile App and this privacy policy to check for any changes.

### **Contact Information**

To ask questions or comment about this privacy policy and our privacy practices, contact us at: **6683 Centerville Business Parkway, Dayton, OH 45459 or via our toll-free-number, 1-800-762-3159.**