

**Last Updated on: May 1, 2023**

## **Dental City Privacy Policy**

### **Privacy Policy**

ICP, Inc., d/b/a Dental City (“Dental City”, “we” and “us”) has created this Privacy Policy (the “Privacy Policy”) in order to demonstrate its firm commitment to its Site visitors’ privacy. The following discloses Dental City’s personal information gathering and dissemination practices for its website (the “Site”): <https://dentalcity.com>. This Privacy Policy does not apply to personal information collected by any third party, including our affiliates and subsidiaries, through any content that may link or be accessible from or on the Site.

Dental City recognizes that visitors to our Site may be concerned about the personal information they provide to Dental City and how we handle that personal information. This Privacy Policy describes the types of personal information Dental City collects from and about you when you visit our Site. This Privacy Policy explains how Dental City may use and disclose such personal information, as well as your ability to control certain uses of it. By using the Site, you agree to Dental City’s collection, use, and disclosure of your personal information as described in this Privacy Policy. If you do not agree with such collection, use and disclosure of your personal information, please do not use the Site.

This Privacy Policy is intended for general audiences, and Dental City does not direct the Site to collect, or knowingly collect, any personal information from children under the age of thirteen (13). If we learn we have collected or received personal information from a child under the age of 13, we will delete that information. Since information regarding children under the age of 13 is not collected, Dental City does not knowingly disclose personal information regarding children under the age of 13.

### **Interpretation and Definitions**

The words of which the initial letter is capitalized have meanings defined under the definitions provided herein. The definitions shall have the same meaning regardless of whether they appear in singular or in plural.

### **Information We Collect**

We collect information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device (“personal information”). Personal information does not include:

- Publicly available information from government records.
- Deidentified or aggregated consumer information.
- Health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA).
- Personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FCRA) and the Gramm-Leach-Bliley Act (GLBA).

In particular, our Site has collected the following categories of personal information from consumers within the last twelve (12) months:

Information Type	Collected
A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.	Yes.
A name, signature, address, telephone number, employment, employment history, bank account number, credit card number, debit card number, or any other financial information. Some personal information included in this category may overlap with other categories.	Yes.
Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	No.
Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Yes.
Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	No.
Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	Yes.
Physical location or movements.	Yes.
Audio, electronic, visual, thermal, olfactory, or similar information.	No.
Current or past job history or performance evaluations.	No.
Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists,	No.

student schedules, student identification codes, student financial information, or student disciplinary records.	
Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	Yes.

We obtain the categories of personal information listed above from the following categories of sources:

- Directly from you. For example, from forms you complete or products and services you purchase.
- Indirectly from you. For example, from observing your actions on our Site.

### **Use of Personal Information**

We may use or disclose the personal information we collect for one or more of the following purposes:

- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to request a price quote or ask a question about our products or services, we will use that personal information to respond to your inquiry. If you provide your personal information to purchase a product or service, we will use that information to process your payment and facilitate delivery. We may also save your information to facilitate new product orders or process returns.
- To provide, support, personalize, and develop our Site, products, and services.
- To create, maintain, customize, and secure your account with us.
- To process your requests, purchases, transactions, and payments.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To personalize your Site experience and to deliver content and product and service offerings relevant to your interests, including targeted offers and ads through our Site, third-party sites, and via email or text message (with your consent, where required by law).
- To help maintain the safety, security, and integrity of our Site, products and services, databases and other technology assets, and business.
- For testing, research, analysis, and product development, including to develop and improve our Site, products, and services.

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

## **Sharing of Personal Information**

The information that Dental City collects via the Site is used primarily for improving the Site and to notify our customers of updates to the Site, as well as for other legally-compliant purposes.

We may share your personal information by disclosing it to a third party for a business purpose. We only make these business purpose disclosures under written contracts that describe the purposes, require the recipient to keep the personal information confidential, and prohibit using the disclosed information for any purpose except performing the contract. In the preceding twelve (12) months, Dental City has disclosed personal information for a business purpose to the personal information listed below to third parties.

We do not sell personal information. We may also share your personal information by selling it to third parties, subject to your right to opt-out of those sales. Our personal information sales do not include information about individuals we know are under age 16. In the preceding twelve (12) months, Company has not sold the following types of personal information listed below to third parties.

<b>Information Type</b>	<b>Category of Third-Party Recipients</b>	
	<b>Business Purpose Disclosures</b>	<b>Sales</b>
A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.	Advertising networks, data analytic providers, social networks, service providers, and operating systems and platforms.	None.
A name, signature, address, telephone number, employment, employment history, bank account number, credit card number, debit card number, or any other financial information. Some personal information included in this category may overlap with other categories.	Advertising networks, data analytic providers, social networks, service providers, and operating systems and platforms.	None.

<p>Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).</p>	<p>None.</p>	<p>None.</p>
<p>Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	<p>Advertising networks, data analytic providers, social networks, service providers, and operating systems and platforms.</p>	<p>None.</p>
<p>Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.</p>	<p>None.</p>	<p>None.</p>
<p>Browsing history, search history, information on a consumer's interaction</p>	<p>Advertising networks, data analytic providers, social</p>	<p>None.</p>

with a website, application, or advertisement.	networks, service providers, and operating systems and platforms.	
Physical location or movements.	Advertising networks, data analytic providers, social networks, service providers, and operating systems and platforms.	None.
Audio, electronic, visual, thermal, olfactory, or similar information.	None.	None.
Current or past job history or performance evaluations.	None.	None.
Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	None.	None.
Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	Advertising networks, data analytic providers, social networks, service providers, and operating systems and platforms.	None.

**Right to Know**

You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past twelve (12) months. Once we receive your request and confirm your identity, we will disclose to you:

- The categories of personal information we collected about you.

- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting or selling personal information.
- The categories of third parties with whom we share that personal information.
- If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:
  - sales, identifying the personal information categories that each category of recipient purchased; and
  - disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.
- The specific items of personal information we collected about you.

### **Right to Delete**

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive your request and confirm your identity, we will review your request to see if an exception allowing us to retain the information applies. We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

- Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, or otherwise perform our contract with you.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Debug products to identify and repair errors that impair existing intended functionality.
- Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Comply with applicable law.
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Comply with a legal obligation.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

## **Right to Opt-Out**

Dental City may offer you during your registration on the Site, or through future email, the opportunity to receive offers and information about products and services that Dental City believes may be of interest to you. If you do not want to receive any of these offerings or information, you may opt out from such receipt at any time by following the procedures listed below.

## **Exercising Your Rights**

To exercise your access, data portability, and deletion rights please submit a request by either:

- Call us at 1-800-353-9595
- Emailing us at [help@dentalcity.com](mailto:help@dentalcity.com)

Your request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We will confirm receipt of your request within ten (10) business days. If you do not receive confirmation within the 10-day timeframe, please send a duplicate request using the same method you had originally used to submit your request.

We endeavor to substantively respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to another 45 days), we will inform you of the reason and extension period in writing.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide will only cover the 12-month period preceding our receipt of your request. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

We will not discriminate against you for exercising any of your rights, including by:

- Denying you goods or services.
- Charging you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Providing you a different level or quality of goods or services.
- Suggesting that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

## **Personal Information Sales Opt-Out and Opt-In Rights**

If you are age 16 or older, you have the right to direct us to not sell your personal information at any time. We do not sell the personal information of consumers we actually know are less than 16 years old, unless we receive affirmative authorization from either the consumer who is between 13 and 15 years old, or the parent or guardian of a consumer less than 13 years old.

California consumers may opt-out of future sales at any time. To exercise the right to opt-out, you (or your authorized representative) may submit a request to us by visiting the following link on our Site: [Do Not Sell My Personal Information](#)

You do not need to create an account with us to exercise your opt-out rights. We will only use personal information provided in an opt-out request to review and comply with the request.

### **Security**

This Site has security measures in place to protect the loss, misuse and alteration of the information under our control. All information is stored in secure locations on password-protected servers. Despite these practices, the transmission of information via the internet is not completely secure. Although Dental City does its best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Site.

### **Copyright Ownership**

Dental City retains full copyright ownership, rights and protection in all materials contained in this Site.

### **Reporting Claims of Copyright Infringement**

Dental City takes claims of copyright infringement seriously. We will respond to notices of alleged copyright infringement that comply with applicable law. If you believe any materials accessible on or from this Site infringe your copyright, you may request removal of those materials (or access to them) from the Site by submitting written notification to our copyright agent designated below. In accordance with the Online Copyright Infringement Liability Limitation Act of the Digital Millennium Copyright Act (“DMCA”), the written notice must include substantially the following:

- Your physical or electronic signature.
- Identification of the copyrighted work you believe to have been infringed or, if the claim involves multiple works on the Site, a representative list of such works.
- Identification of the material you believe to be infringing in a sufficiently precise manner to allow us to locate that material.
- Adequate information by which we can contact you (including your name, postal address, telephone number, and, if available, email address).
- A statement that you have a good faith belief that use of the copyrighted material is not authorized by the copyright owner, its agent, or the law.
- A statement that the information in the written notice is accurate.
- A statement, under penalty of perjury, that you are authorized to act on behalf of the copyright owner.

Our designated copyright agent to receive notices pursuant to the DMCA is:

ICP, Inc., d/b/a Dental City  
c/o Director of Marketing  
3205 Yeager Drive  
Green Bay, WI 54311-8099  
1-800-353-9595

If you fail to comply with all of the requirements of Section 512(c)(3) of the DMCA, your notice may not be effective.

Please be aware that if you knowingly materially misrepresent that material or activity on the Site is infringing your copyright, you may be held liable for damages (including costs and attorneys' fees) under Section 512(f) of the DMCA.

Where the circumstances are appropriate, it is the policy of Dental City to disable and/or terminate the accounts of users who are repeat infringers.

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

Dental City reserves the right to update or modify this Privacy Policy at any time without prior notice. Those changes will go into effect on the "Last Updated Date" shown in the revised Privacy Policy. By continuing to use the Site, you are agreeing to the revised Privacy Policy. For this reason, we encourage you to review this Privacy Policy whenever you purchase products from us or use the Site.