

AMERICAN ASSOCIATION OF DENTAL CONSULTANTS WEB SITE PRIVACY POLICY

This is the official privacy policy ("**Privacy Policy**") for the American Association of Dental Consultants' web site located at the URL <http://aadc.org/site/> ("**Site**," "**we**" or "**us**"), an Internet web site provided by American Association of Dental Consultants ("**AADC**"). This Privacy Policy is incorporated into and forms a part of our **Terms of Use** which is a legally binding agreement between you and us regarding the Services. Any terms not defined in this Privacy Policy are defined or referenced in our Terms of Use.

Your use of our Site and/or Services indicates your acceptance of this Privacy Policy, which governs the Personal Information (as defined below) collected on our Site, but does not cover any other information, collected in any other manner or for any other purpose, nor on any other web site or service unless specifically stated.

This Site contains Content directed at users 18 years of age or older. If you are not yet 18 years old, please discontinue using the Site immediately. In addition, if you do not agree with this Privacy Policy, please discontinue using the Site immediately because by using or attempting to use the Site you represent and warrant that you are at least 18 years of age, you meet any other eligibility and residency requirements of the Site, and that you agree with all the terms and conditions of our Terms of Use and Privacy Policy.

Our Privacy Policy is intended to explain our privacy practices and inform you as to:

- **The kinds of Personal Information we collect from users and how it is collected;**
- **How we use Personal Information;**
- **The circumstances under which we disclose Personal Information to third parties;**
- **How you can access, update or delete Personal Information we collect about you; and**
- **The mechanisms we have implemented to protect your Personal Information.**

We have the right to change this Privacy Policy at any time and from time-to-time by notifying you, either by posting an updated version on our Site or by sending you a message telling you we have made a change and when the change becomes effective. It is your responsibility to check this Privacy Policy often, so that you are aware of the most current terms and conditions that apply to you. The changes will be effective even if you choose not to check our Site for changes posted or read any notification message that we may send to you.

We use the term "**Personal Information**" to mean information such as your first name/middle initial and last name, email address, home address, wireless or mobile device number, telephone number, date of birth, gender and any other information that would allow someone to identify or contact you. Personal Information also includes information about your personal preferences, survey responses and your transactions and interactions with us.

GENERAL PRIVACY INFORMATION

Our Privacy Policy. Our Privacy Policy is governed by and operated in accordance with the laws, regulations, and treaties of the United States and we make no representation that our Site operated in accordance with or governed by the laws of other nations or jurisdictions. If you are located outside of the U.S. and you use or attempt to use our Services contrary to our Terms of Use you do so at your own risk and are responsible for compliance with applicable laws, regulations and, if applicable, international treaties.

Your continued use of the Site indicates your acceptance of this Privacy Policy and of the collection, use, disclosure, management and storage of your Personal Information as described below. We may from time to time, transfer or merge any Personal Information collected off-line to our online databases or store off-line information in an electronic format. We may also combine Personal Information we collect online with information available from other sources, including information received from our affiliates, marketing companies, or Third Party Sites (as defined our **Terms of Use**). This Privacy Policy covers all such Personal Information and will remain in full force and effect as long as you are a user of the Site, even if your use of or participation in any particular service, feature, function or promotional activity terminates, expires, ceases, is suspended or deactivated for any reason.

1. Collection of Personal Information: We collect Personal Information from our users when they visit the Site and input information, whether you are registering to use any of the Services, features or functions of the Site, participating in any promotions that may be available, or any other exchanges of information, transactions and

activities. We may use the information that we obtain from you, including Personal Information, to tailor your experience on the Site, to display content that we think may be of interest to you, or to let us customize what you see when you visit the Site according to your preferences.

Some of the Services available on our Site require registration. Your username and password are collectively referred to as your "**Login.**" Users who register for the Site will be referred to as "**Registered Users.**" Users who join the AADC Membership Program as Active, Associate or Affiliate members will be referred to as "**Members.**" As a Registered User or Member, you are solely responsible for maintaining the strict confidentiality of your Login, if applicable, and for any charges, costs, expenses, damages, liabilities and losses we incur or may suffer as a result of your failure to do so. You, and not us, are solely responsible and liable for your activity, behavior, use and conduct on the Site and for any use of the Site or any other activity or conduct in connection with the Site, by any others who use your Login.

It is your responsibility to give us current, complete, truthful and accurate information and to keep the Personal Information that you provide us up to date. We have the right to revoke and/or terminate your right to use all or any portion of our Service and/or reject and delete any entry you make if we have reason to believe information you provide to us is or may be false, fraudulent or inconsistent with this Privacy Policy or in violation of the Terms of Use. We are not liable in any way or responsible for damage that may arise if you do not give us accurate, truthful or complete information or you fail to update the information you give us.

As a Registered User or Member, from time to time, we may also provide you with certain options to subscribe to a selection of free email newsletters and other periodic information. You may select such options by opting-in at the time of registration or by responding to an offer or invitation at a later date. You may opt-out of particular email communications by responding to that email and using the unsubscribe or opt-out procedure included therein.

2. Use of Personal Information: AADC agrees that all personal information submitted by you to us in the processing of your Site registration, membership application and payment information will be kept confidential and used solely by AADC, its employees, and its agents. We agree not to share, rent, sell or release this information to any individual, entity or third party, for any reason, without the specific consent of the Registered User or Member; with exception as required by law, regulation or governmental authority.

You may "opt out" of receiving promotional emails at any time by contacting the Society at info@aacdc.org or by using the opt-out mechanism that is contained in the email. However, we, or our affiliates, may continue to contact you via email for administrative or informational purposes, including follow-up messages regarding the administration of your Login, any services, features or functions you have enrolled in or registered to use, or other transactions you have undertaken with the Site.

3. Cookies and Other Aggregate Data: We use "cookie" technology to collect data regarding your visits to the Site. This data is stored in aggregate form and is not used to identify any particular user or individual. We use cookies and similar tracking technologies in a variety of ways, including:

- Keeping count of your return visits to the Site or affiliates', Third Party Sites' or sponsors' sites;
- Accumulating and reporting aggregate, statistical information in connection with the Site;
- Determining which features users like best; and
- Saving your Login or other information so you don't have to re-enter it each time you visit the Site.

4. Disclosure to Third Parties: This Site may contain references and links to Third Party Sites. You should be aware that different rules might apply to the collection, use or disclosure of your Personal Information by third parties in connection with their Third Party Sites. The use of such technology by these third parties is within their control and not ours. Even if we have a relationship with the third party, we do not control those Third Party Sites or their policies and practices regarding your Personal Information. This Privacy Policy does not cover any use of Personal Information that a Third Party Site or other third party may collect from you.

- We have the right to disclose your Personal Information to third parties for the purpose of administering and maintaining the Site's Services, features, functions and operations. We will refer to these third parties as "**Operational Service Providers.**" We use Operational Service Providers to efficiently provide the full range of content, activities, services, features and functions that we bring to you and we request that our operational service providers also protect your privacy and not disclose your Personal Information to third party marketers that are not associated with the Site. Our operational service providers also protect your

privacy and not disclose your Personal Information to third party marketers that are not associated with the Site.

- We will make your Personal Information available to non-affiliated third parties in the following limited circumstances:
 - When we are compelled to do so by a governmental agency, court or other entity (e.g., to respond to subpoenas, court orders or legal process);
 - If we believe your actions violate any law, regulation, the **Terms of Use** including, without limitation, this Privacy Policy, or any of our other Additional Terms, offerings or any other services, features or functions of the Site, or if you threaten the rights, property or safety of the Site, AADC, its affiliates, or any of their Operational Service Providers, any Registered Users, Members, licensors, suppliers, sponsors, partners or any other party; or
 - If, in our sole discretion, we believe such disclosure to be necessary or appropriate to investigate or resolve possible problems or inquiries, to protect our organization and/or assets, to defend our interests and/or to comply with our legal and regulatory obligations.

5. Security and Protection of Personal Information: We maintain commercially reasonable standards of security and confidentiality; however, for most web sites it is possible that third parties may unlawfully intercept or access transmissions or private communications. We conduct financial transactions (e.g., for Membership dues payment) via secured transmissions but may not always secure other parts of our Service in the same way. We also limit access to our Services by our own employees to individuals who are authorized and trained for the proper handling of such information. Any employee found violating our policies and standards of security and confidentiality will be subject to our disciplinary processes. We request that our Operational Service Providers follow the same policy. In compliance with applicable federal and state laws, we shall notify you and any applicable regulatory agencies in the event that we learn of an information security breach with respect to your Personal Information. You will be notified via email in the event of such a breach. Please be advised that notice may be delayed in order to address the needs of law enforcement, determine the scope of network damage, and to engage in remedial measures.

6. Review, Update or Delete Your Personal Information: Generally, you may review, update or delete your Personal information collected by the Site by accessing your Registration and/or Membership account information. However, Personal Information that is necessary to confirm eligibility, such as date of birth, cannot be deleted, but may be modified with sufficient verification of the correct information. To review, update or delete your Personal Information collected by the Site, please contact the Site's Privacy Administrator via email at info@aadc.org or via telephone at **800-896-0707**.

We reserve the right to deny access, use and registration privileges to any user including, without limitation, a Registered User or Member, of any services, features or functions of the Site if we believe that there is a question about the identity of the person trying to access the user's Login or any services, features or functions. If the burden or expense of providing access to your Personal Information is disproportionate to the risks to your privacy, or if the legitimate rights of others would be violated, we may decide not to provide access to such information. In such cases, we will provide to you an explanation of why access cannot be provided and contact information for further inquiries.

7. Questions: If you have questions about this Privacy Policy or if you do not understand any information about how we collect, maintain, use or share your Personal Information, you may contact us directly by sending an email to info@aadc.org.

8. Sole Statement: This document is the sole statement of the Site's Privacy Policy and no summary, restatement or other version thereof, or other privacy statement or policy, in any form, including, without limitation, machine-generated, is valid.

This Privacy Policy was last modified on January 29, 2014 and is effective immediately.

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