

## **ONLINE PRIVACY POLICY**

Last modified: February 20, 2025

### **Introduction**

HOPE Dental Implant Center LLC and any of its subsidiaries and affiliates that are directly or indirectly, through one or more intermediaries, under common ownership or control therewith and subject to HIPAA (hereinafter defined) (collectively, “**Company**” or “**we**”) respect your privacy and are 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 our website (our “**Website**”), or any website of ours that links to this privacy notice, and our practices for collecting, using, maintaining, protecting, and disclosing that information. In addition to this policy, users of the Website should consult the [Terms of Use](#) as well as any product-specific terms and conditions that apply. If you are providing and/or submitting protected health information or PHI through the Website, please also review the [Notice of Privacy Practices](#) (“**NPP**”) specifically related to patient information.

This policy applies to information we may collect:

- On this Website.
- In email, text, and other electronic messages between you and this Website.
- Through mobile and desktop applications you download from this Website, 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 through the Website.

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. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see [Changes to Our Privacy Policy](#)). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Our Website does contain links to affiliate and other websites. We do not claim nor accept responsibility for any privacy policies, practices and/or procedures of other websites. Therefore, we encourage all users and visitors to be aware when they leave our website and to read the privacy statements of every website that collects personally identifiable information. This policy applies only and solely to the information collected by our Website.

### **Children Under the Age of 18**

Our Website is not intended for children under 18 years of age. No one under the age of 18 may provide any information (personal or otherwise) to or on the Website. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on this Website or through any of its features, register on the Website (if applicable), make any purchases through the Website (if applicable), or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. If we learn we

have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at [hopedentalimplantcenter@gmail.com](mailto:hopedentalimplantcenter@gmail.com).

Residents of certain states under 13, 16, or 18 years of age may have additional rights regarding the collection of their personal information. Please see Your State Privacy Rights for more information.

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

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

- By which you may be personally identified, including your name, postal address, billing address, shipping address, e-mail address, home, work and mobile telephone numbers, age, date of birth, social security number, insurance policy number, physical characteristics that may personally identify you, sexual orientation, IP address, bank account number, credit or debit card number (for payment purposes only), national origin, ancestry, veteran or military status, medical conditions, race, citizenship, information about any physical or mental disabilities you may have, information related to your religious or philosophical beliefs, information regarding your gender at birth and how you currently express your gender identity, information related to your sex life, such as pregnancy, child birth and related medical conditions, and genetic information (including familial genetic information) (“**personal information**”);
- That is about you but individually does not identify you, such as anonymous demographic information, such as household income, political affiliation, and religion; 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 site. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
- From third parties, for example, our business partners.

### ***Information You Provide to Us***

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website, such as appointment request forms. It also includes information you provide when use services available through the Website. We may also ask you for information when you report a problem with our Website. Some forms collect sensitive information, such as health information, necessary for us to provide our services to you;
- 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, development, and marketing purposes;
- Details of transactions you carry out through our Website. You may be required to provide financial information before making a payment through our Website; and
- Your search queries on the Website.

You also may provide information to be published or displayed (hereinafter, “**posted**”) on public areas of the Website, or transmitted to other users of the Website or third parties (collectively, “**User Contributions**”). Your User Contributions are posted on and transmitted to others at your own risk. Please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the

actions of other users of the Website with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

### ***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, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may 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 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 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. For information about managing your privacy and security settings for cookies, see Choices About How We Use and Disclose Your Information.
- **Web Beacons.** Pages of our Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

### **Third-Party Use of Cookies and Other Tracking Technologies**

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers, including but not limited to FACEBOOK, INSTAGRAM, LINKEDIN, TWITTER and other interactive programs. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any

questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see Choices About How We Use and Disclose Your Information.

### **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 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 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.

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

### **Disclosure of Your Information**

We may disclose aggregated information about our users 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, such as outside auditors who have agreed to keep the information confidential.
- 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 the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it. For example, if you give us an email address to use the "contact me" or "scheduling" feature of our Website, we will transmit the contents of that email and your email address to the recipients.
- 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.
- To enforce or apply our [Terms of Use](#) and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the

Company, 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 site may then be inaccessible or not function properly.
- **Promotional Offers from the Company.** If you do not wish to have your email address/contact information used by the Company to promote our own or third parties' products or services, you can opt-out by sending us an email stating your request to [hopedentalimplantcenter@gmail.com](mailto:hopedentalimplantcenter@gmail.com). If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions.

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. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

Residents of certain states may have additional personal information rights and choices. Please see Your State Privacy Rights for more information.

### **Your State Privacy Rights**

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information.

California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, Utah, and Virginia provide (now or in the future) their state residents with rights to:

- Confirm whether we process their personal information.
- Access and delete certain personal information.
- Correct inaccuracies in their personal information, taking into account the information's nature processing purpose (excluding Iowa and Utah).
- Data portability.
- Opt-out of personal data processing for:
  - targeted advertising (excluding Iowa);
  - sales; or
  - profiling in furtherance of decisions that produce legal or similarly significant effects (excluding Iowa and Utah).
- Either limit (opt-out of) or require consent to process sensitive personal data.

The exact scope of these rights may vary by state. To exercise any of these rights please email us at [hopedentalimplantcenter@gmail.com](mailto:hopedentalimplantcenter@gmail.com).

To appeal a decision regarding a consumer rights, please provide written notice to [hopedentalimplantcenter@gmail.com](mailto:hopedentalimplantcenter@gmail.com). Your email should be labeled "Notice of Appeal" and fully describe your concerns or disagreement and include any documentation necessary to validate the claims you are making. We will acknowledge receipt of your appeal within ten (10) business days of receiving

your written notice of appeal. This acknowledgement may contain requests for additional information to help us properly investigate or adjudicate the appeal. Your failure to provide substantive responses to our requests may materially impact our ability to investigate or adjudicate the relevant issue. We will reasonably investigate the appeal based on the information and documentation you have provided.

Following the investigation, we will reach a determination of your appeal, which may include modifying or upholding the original decision. We will notify you of our determination in writing within sixty (60) days of receipt of your written notice of appeal, and we will include an explanation for our determination of your appeal. If we deny your appeal, you may file an appeal with the relevant regulator.

You may only appeal a decision that applies to you personally unless you are otherwise authorized to act on another person's behalf, in which case you must provide evidence that you are authorized by the person on whose behalf you have submitted an appeal. The appeal will focus exclusively on the decision being appealed. Broader issues related to our company policies, management style, or any other issues will not be considered as part of the appeal.

The remedy that you seek is an important part of the appeal. Your initial written appeal must address what you seek as an outcome (for example, access to data, correction of data, deletion of data, etc.).

You may withdraw or end your appeal at any time by providing us with written notice. We do not discriminate against any person who initiates an appeal. We will maintain a record of the appeal, including the final determination, in accordance with our record retention policies and procedures.

### **Data Security**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

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, 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. 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.

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

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Website home page. 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 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: [hopedentalimplantcenter@gmail.com](mailto:hopedentalimplantcenter@gmail.com)

To register a complaint or concern, please call us at (407) 853-8877 or email us at [hopedentalimplantcenter@gmail.com](mailto:hopedentalimplantcenter@gmail.com).