Website Privacy Policy

This Privacy Policy is designed to help you understand how we collect personal information through this website and how we use and share that information. We value your privacy, and we will not share your personal information with third parties except as described in this Policy without your consent.

BY USING THIS SITE, YOU AGREE TO BE BOUND BY THIS POLICY. IF YOU DO NOT AGREE WITH ANY OF THE TERMS OF THE POLICY, PLEASE DO NOT USE THIS WEBSITE OR PROVIDE US WITH YOUR INFORMATION.

What this Policy Covers

This Policy applies to our collection, use and sharing of your personal information when you visit our website and its related sites (the "Site") and receive our marketing communications. This Policy applies only to information collected through or in connection with this Site and does not apply to any other information or websites not owned or operated by us or information collected by other means, including information we collect about you as a patient. If you are a patient of ours, additional details about how we collect, use, and disclose your health information, if any, will be made available to you separately.

Personal Information We Collect

This section of our Policy describes the categories of personal information we collect about you and the different ways in which we collect your personal information.

Information You Give Us. Personal information you may provide through the Site or otherwise communicate to us includes:

- *Contact information*. We collect information about you when you provide contact information to us via email or through the Site, including as a result of creating an account. This information may include your first and last name, email address, mailing address, phone number.
- *Payment information*. We will collect your payment information, such as credit card or bank account number, if you pay for our services through our Site.
- *Correspondence*. We may collect personal information you provide when you request information, respond to surveys, or otherwise correspond with us.
- *Other information*. We may collect other information from you that is not specifically listed here. We may use such information in accordance with this Policy.

Information We Get From Others. We may obtain additional information about you from third party sources, such as service providers, vendors, social media sites, and advertising agencies to provide you with more relevant information about our services. This information may include your contact information, buying preferences, or cookie information.

Information Automatically Collected. Our servers and third party service providers may automatically record cookie information in connection with your use of the Site, which includes information such as your Internet Protocol (IP) address, device and browser type, operating system, DNS, the pages or features of the Site that you browsed and the time spent on those pages or features, the frequency with which you use the Site, the links that you click on or use, and other statistics. We collect this information in server logs and by using cookies and similar tracking technologies. See our Cookie Policy, below, for more information.

Statistical Analyses. We use Google Analytics to help us gather statistical information about the visitors to our Site and how they use the Site on an anonymous, aggregate basis. However, we will not associate this data with your personally identifiable data unless required to do so to cooperate with law enforcement activity or other

governmental request or to comply with law. We may use this information to gain a better understanding of the users of our Site, to improve our Site, and to improve our services. Depending on the type of browser and device that you use, you may have the ability to control the type of information that Google Analytics use. To understand how Google Analytics collects and processes data, please visit www.google.com/policies/privacy/partners/. We reserve the right to license or sell aggregate, de-identified information about the visitors to our Site, but this information will not contain your personal information or otherwise be individually identifiable.

Health Information. If you are a patient, we may collect certain health/medical information from and about you, which is not covered by this Policy. Instead, details about how we collect, use, and disclose your health information will be made available to you separately at the time of your appointment where applicable.

How We Use Your Personal Information

This section of our Policy describes the different purposes for which we may use the personal information we collect about you.

To Provide our Services and Communicate With You. We use your contact information and other relevant personal information to provide you with our services and respond to your requests, questions, comments, and feedback.

To Improve our Site. We use your cookie information to:

- provide, maintain and improve the Site;
- better understand your needs and interests, and personalize your experience with the Site; and
- perform website analytics and database management services.

To Send You Marketing Communications. We may use your contact information to send you newsletters, promotions or other marketing communications, but you may opt out of receiving them as described in the Your Choices section below.

To Create and Maintain Your Account. We may ask you to create an account to utilize certain services provided through the Site, including your name and email address.

To Advertise To You. We may use your personal information to manage and serve ads in the Site or on third party sites and to tailor ads to your interests and browsing history. In addition to the cookies utilized by us on this Site, we may allow trusted third parties to place advertisements for our services on sites and applications operated by others. These third parties may use cookies and web beacons to measure the effectiveness of our ads and to determine the display of content and advertising to you based on your interests both on our Site and other sites and applications that you may visit (see our Cookie Policy below). To support this interest-based advertising solution, we and the companies we have contracted with may use anonymous information about your visits to our and other websites and applications. The information collected and used by this process is always anonymous and does not enable any third party to identify you individually. You can learn more about interest-based advertising and opt out of such advertising from certain companies at aboutads.info.

For Compliance, Fraud Prevention and Safety. We may use some or all of your personal information as we believe appropriate to: (a) investigate or prevent violation of the law or your agreements with us; (b) protect our, your or others' rights, privacy, safety or property (including by prosecuting and defending legal claims); (c) protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity; (d) comply with applicable laws, lawful requests and legal process, such as to respond to subpoenas or requests from government authorities; and (e) where permitted by law in connection with a legal investigation. For example, we may share information with law enforcement to reduce the risk of fraud or if someone uses our Site for illegal reasons.

With Your Consent. In some cases we may ask for your consent to collect, use or share your personal information.

How We Share your Personal Information

This section of our Policy describes the categories of personal information we share with third parties and the types of third parties with whom we share that information.

We may share your personal information with third parties for a number of reasons. For example, we may use third parties to help us design and operate the Site, provide services to support the Site, help us analyze our data, or send information on our behalf about services and events in which you may be interested. Unless otherwise indicated at the time we collect your information, if we allow third parties to access the personal information we collect, we will have contractual provisions or other appropriate protections in place to ensure such access is for limited purposes and in compliance with this Policy. Specifically, we share your personal information with the following categories of third parties:

Related and Affiliated Organizations. We may share all of the personal information we collect about you with our affiliates and related organizations, such as Orthodontic Partners, LLC, for use consistent with this Policy.

Service Providers and Business Partners. We may share your personal information with third party companies and individuals as needed for them to provide us with services that help us with our business activities and to promote our services to you. This information may include your contact information, payment information, and cookie information. We may also share your contact information and cookie information with our business partners who offer a service to you jointly with us.

Compliance, Fraud Prevention and Safety. We may disclose some or all of the personal information we have collected about you as we believe appropriate to government or law enforcement officials or private parties for the purposes described above under the section "For Compliance, Fraud Prevention and Safety."

Business Transfers. We may sell, transfer or otherwise share some or all of our business or assets, including all of the personal information we have collected about you, in connection with a business deal (or potential business deal) such as a merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy.

Your Choices

This section of our Policy describes your choices with respect to the personal information you provide and the marketing communications you may receive. In addition, some states may grant you additional rights as further described at the end of this Policy.

Opt Out of Communications. You may opt out of email notifications by changing the communication preferences in your account settings.

Opt Out of Marketing Communications. You may opt out of marketing-related emails by following the opt-out prompt in the email. To opt out of other forms of marketing communications, please contact us as detailed at the end of this Policy.

Consequences of Not Providing Personal Information. You are not required to provide all personal information identified in this Policy to use our Site or to interact with us offline, but certain functionality will not be available if you do not provide personal information. For example, if you do not provide personal information, we may not be able to respond to your request, perform a transaction with you, or provide you with marketing that we believe you would find valuable.

Cookie Policy

This section of our Policy describes how we and our business partners may collect and store information about you and your use of the Site through cookies and other tracking technologies.

What are Cookies? Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies set by the website are called "first party cookies". Cookies set by parties other than the website are called "third party cookies". Third party cookies enable third party features or functionality, such as advertising or website analytics, to be provided on or through the website. The parties that set these third party cookies can recognize your computer or device both when it visits the website in question and also when it visits certain other websites and/or mobile apps.

What Cookies and Other Tracking Technologies do we Use? We use several different kinds of cookies on this Site, including strictly necessary cookies, which are cookies that are necessary for the Site to function and cannot be switched off in our systems; performance cookies, which allow us to count visits and traffic sources so we can measure and improve the performance of our Site; and functional cookies, which enable the Site to provide enhanced functionality and personalization. Cookies are not the only way to track visitors to a website. We may use similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Sites. These technologies often depend on cookies to function properly, and so disabling cookies may impair their functioning. If you sign up to receive our e-mails, we will also use cookies in conjunction with these emails. When your browser downloads any graphic content in the e-mail, we will also place a cookie on your computer that will tell us if you come to our website at a later date.

Third-Party Cookies. In addition to our own cookies, we collaborate with various third-party service providers who also use cookies to help us optimize our website and understand more about the visitors to our website. For example, we use Google Analytics to provide us with demographic information about our visitors and to help us analyze how people use our website. To learn more about how Google uses cookies, please click the link above or visit its website to view their privacy policies.

How Can You Disable Cookies and Other Tracking Technology? Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. For more information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit www.allaboutcookies.org.

Some Internet browsers also may be configured to send "Do Not Track" signals to the online services that you visit. We currently do not respond to "Do Not Track" or similar signals. To find out more about "Do Not Track," please visit http://www.allaboutdnt.com.

Other Important Privacy Information

Third Party Sites and Services. The Site may contain links to other websites and services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. We do not control third party websites, applications or services, and we are not responsible for their actions. Other websites and services follow different rules regarding their collection, use and sharing of your personal information. We encourage you to read their privacy policies to learn more.

Security. The security of your personal information is important to us. We take a number of organizational, technical and physical measures that are designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the absolute security of your personal information.

International Data Use and Cross-Border Transfers. We are located in the United States and have affiliates and service providers in other countries, and your personal information may be collected, used and stored in the United States or other locations outside of your home country. Privacy laws in the locations where we handle your personal information may not be as protective as the privacy laws in your home country. However, we will handle your personal information in accordance with this Policy regardless of where your personal information is kept. Regarding transfers from the European Economic Area, Switzerland or United Kingdom to the United States, we rely on the derogations for transfers which are necessary to perform the transaction with you. Where required by law, you may request a copy of the suitable mechanisms we have in place by contacting us as detailed at the end of this Policy. If you reside in other non-US jurisdictions, your use of the Site or provision of any personal information constitutes your consent for the transfer of such data to the United States for the purposes identified in this Policy. If you have questions about cross-border transfers, please contact us as detailed at the end of this Policy.

Verifying, Changing, and Deleting Your Information. You can contact us as detailed at the end of this Policy and ask us to change, update or fix your information in certain cases, particularly if it is inaccurate. You can also request that we erase or delete all or some of your personal information or otherwise object to, limit, or restrict the use of such information (if we have no legal right or legitimate business interest in retaining such information).

Children.
The Site is not intended for use by anyone under the age of 13, nor do we knowingly collect or solicit personal information through this Site from anyone under the age of 13. If you are under 13, you should not attempt to use the Site or send any information about yourself to us. If you are a parent who believes that we have collected information about a child under age 13, please notify us as detailed at the end of this Policy and we will be happy to delete the information.

Changes to this Policy

We reserve the right to modify this Policy at any time. If we make changes to this Policy, we will post them on the Site and indicate the effective date of the change. If we make material changes to this Policy we will notify you by email or through the Site.

Notice to Colorado and Connecticut Residents

If you are a resident of Colorado or Connecticut, this section applies to you in addition to the rest of this Policy.

No Sensitive Data or Profiling. We do not process personal information for the purposes of profiling in furtherance of decisions that produce legal or similarly significant effects or process personal information that is considered sensitive data or make sensitive data inferences about you under applicable law. In the event that we intend to collect sensitive data about you through this Site, we will obtain your consent before processing such sensitive data and we will provide you with more details about the purposes of processing and data retention periods at that time. We will only retain your information as long as it is reasonably necessary for the purposes for which it was processed.

Targeted Advertising. We may share your personal information we collect via cookies and other tracking technology with third parties for targeting advertising. You can opt-out of the processing of your personal information for targeted advertising as detailed in the "Your Rights" section below.

Your Rights. State law gives you certain rights regarding your personal information:

- *Right to Know*. You may request no more than twice in a 12-month period that we provide you with copies of specific personal information we have processed.
- *Right to Correct*. You may request that we correct inaccurate personal information we maintain about you.
- *Right to Delete*. You may request that we delete certain personal information we have collected about you, with certain exceptions.

- *Right of Access*. You have the right to request a copy of the personal information we have collected from you, and under certain circumstances to receive a copy of such personal information.
- *Right to Opt Out*. You have the right to opt out of the processing of your personal information for targeted adverting.

Exercising Your Right to Know, Correct, Delete or Access. To exercise your right to know, correct, delete, or access personal information yourself or as an authorized agent, please contact us as described at the end of this Policy. As part of your request, please specify which right you are exercising and provide your name and contact information. Only you or an individual designated as your authorized agent to act on your behalf may make a request related to your personal information.

Exercising Your Right to Opt Out of Targeted Advertising. To opt out of the processing of your personal information for targeted adverting, you must turn off third-party advertising trackers on any device used to access the Site. To do so, click here.

Responding to Your Rights Request. After receiving your request, we will use the information you provided to authenticate your identity or your authority as an authorized agent. However, we may ask you to provide additional information if we cannot authenticate your identity or authority based on the information you have provided and the information in our records. The information you provide in your request and any follow up information we ask for from you will only be used to verify your request. We will not discriminate against you if you choose to exercise your rights, and you may exercise your rights at any time.

We will respond to your request by mail or electronically, at your option, and will notify you if your request has been granted or declined, if an exception applies to your request, any reason we cannot comply with your request, or if we need additional information. We will try to respond to your request within 45 days. If we need more time, we will contact you with the reason and the extension period. We will not charge a fee to process or respond to your request unless your request is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate prior to completing your request.

You have the right to appeal our refusal to take action on a rights request within 30 days after receiving our decision by contacting us as detailed at the end of this Policy. We will try to inform you of our decision in writing within 60 days after receipt of your appeal, with a written explanation of our decision.

How to Contact Us

If you have any questions or comments about this Privacy Policy or if you wish to make a privacy right request as detailed above, contact us using one of the following methods:

By mail: 617 N River Drive, Marion, In 46952

By email: marion@gormanbunch.com

By phone: 765-662-0018

This Policy was last updated June 16, 2023.