

## PRIVACY POLICY

### 1. YOUR PRIVACY: OVERVIEW

This privacy policy (this "Privacy Policy") tells you about the information that ABRM, LLC ("ABRM," "we," "us" or "our") collects in connection with the operation of our mobile application and websites located at <http://www.prosth365.com> and <http://www.dent365.com> and all related online services offered by ABRM (collectively, the "Service"), how the information is used and how you can access and correct certain information that we may collect.

By using the Service, you consent to the collection and use of your personal information as described in this Privacy Policy. Please note that this Privacy Policy applies only to information collected from you by ABRM via the Service. It does not apply to information obtained or disclosed in offline correspondence or through other personal contacts with ABRM representatives. Further, the Service may contain links to other entities' websites that are not controlled or operated by ABRM. This Privacy Policy does not apply to such third-party websites, and ABRM is not responsible for the content of such third-party websites or the privacy practices of such third parties. Therefore, we encourage you to request and review the privacy policies of any third parties upon disclosing your information to such parties or visiting such third-party websites.

**This Privacy Policy is effective as of August 17, 2017**

### 2. COLLECTION OF YOUR INFORMATION

You can access some areas of the Service without submitting any personally identifiable information. ABRM collects personally identifiable information only if you choose to sign up for an account, complete any online forms for purchases, subscribe to newsletters or to request information or assistance through the Service. The personally identifiable information that ABRM collects through these portions of the Service may include the following types of information.

Information you provide us directly:

- Your username, password and e-mail address when you register for an account on the Service.
- Profile information that you provide for your user profile (e.g., first and last name, name of practice, location, school or degree information, picture, phone number, etc.). This information allows us to help you or others be "found" on the Service.
- User Generated Content (e.g., photos, comments, case information and other materials) that you post to the Service (see, below).
- Communications between you and ABRM. For example, we may send you Service-related emails (e.g., account verification, changes/updates to features of the Service, technical and security notices). Note that you may not opt out of Service-related e-mails.

Connecting with Colleagues:

- You will have the option to connect with colleagues either through (i) your contacts list, (ii) third-party social media sites or (iii) through a search of names and usernames on the Service.
- If you choose to utilize this option we may access your contacts list on the connected device or we may facilitate a third-party social media site to access your device. You understand that any information that such service may provide to us will be governed by this Privacy Policy.

Log file information:

- Log file information is automatically reported by your browser each time you make a request to access (i.e., visit) a web page or app. It can also be provided when the content of the webpage or app is downloaded to your browser or device.
- When you use the Service, our servers automatically record certain log file information, including your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the Service, domain names, landing pages, pages viewed, and other such information. We may also collect similar information from emails sent to our Users which then help us track which emails are opened and which links are clicked by recipients. The information allows for more accurate reporting and improvement of the Service.

#### Device identifiers:

- When you use a mobile device like a tablet or phone to access our Service, we may access, collect, monitor, store on your device, and/or remotely store one or more "device identifiers." Device identifiers are small data files or similar data structures stored on or associated with your mobile device, which uniquely identify your mobile device. A device identifier may be data stored in connection with the device hardware, data stored in connection with the device's operating system or other software, or data sent to the device by us.
- A device identifier may deliver information to us or to a third-party partner about how you browse and use the Service and may help us or others provide reports or personalized content and ads. Some features of the Service may not function properly if use or availability of device identifiers is impaired or disabled.

#### Metadata:

- Metadata is usually technical data that is associated with User Generated Content. For example, Metadata can describe how, when and by whom a piece of User Content was collected and how that content is formatted.
- Users can add or may have Metadata added to their User Generated Content including a hashtag (e.g., to mark keywords when you post a photo), geotag (e.g., to mark your location to a photo), comments or other data. This makes your User Content more searchable by others and more interactive. If you geotag your photo or tag your photo using other's APIs then, your latitude and longitude will be stored with the photo and searchable (e.g., through a location or map feature) if your photo is made public by you in accordance with your privacy settings.

You represent and warrant that you have the right and authority to provide any information provided by you. All of the above collected information is maintained by ABRM or by service providers acting on behalf of others.

### 3. PROTECTION OF YOUR INFORMATION

To prevent unauthorized access or disclosure, maintain data accuracy and facilitate the appropriate use of information, ABRM uses physical, technological and administrative procedures to attempt to protect the personally identifiable information we collect through the Service. Nevertheless, Internet transmissions are never completely private or secure. You understand that any messages or information you send to the Service may be read or intercepted by others, and users of the Service may be able to view your information. If you have any questions about the security of personally identifiable information collected by ABRM, please contact us at: [info@ABRM.com](mailto:info@ABRM.com) and <http://www.dent365.com>.

### 4. USE OF YOUR PERSONALLY IDENTIFIABLE INFORMATION

Upon our collection of your personally identifiable information, ABRM may use such personally identifiable information internally, separately or in combination with pre-existing information, for the following purposes:

- To provide any requested information, products or services;
- To enhance user experience;
- For internal aggregation purposes;
- To troubleshoot problems with the Service;
- To customize your experience on the Service;
- To enforce our **Terms of Service** or compliance with this Privacy Policy;
- To contact you with more information about ABRM and its products or services;
- To remember information so you will not have to re-enter it during your visit or the next time you visit the Service;
- To provide personalized content and information to you and others, which could include online ads or other forms of marketing;
- To monitor metrics such as total number of visitors, traffic, and demographic patterns; or
- To automatically update the Service

Personally identifiable information collected on the Service may be stored and processed in the United States, Canada or abroad.

## 5. PRODUCTS, SERVICES AND CREDIT CARD PAYMENTS

The information you enter when making a purchase through the Service will be shared with payment processors, financial gateways, and your credit card company to authorize credit card payments. Such personally identifiable information may also be shared with necessary third parties solely for the purpose of carrying out the transactions and to investigate allegations of fraud. We may also utilize any number of third party payment processing companies to assist with the sales process, and you may be directed to their website in order to make purchases (see, Section 1)

## 6. DISCLOSURE OF YOUR INFORMATION

We may disclose your personally identifiable information to our subsidiaries or affiliates and to third party partners whom we occasionally hire to provide services on our behalf, including support services, website services, delivering promotional materials, answering customer questions about our services and new services. ABRM will only provide those third-party partners with the personally identifiable information they need to deliver the services to us and/or on our behalf, and they will be contractually prohibited from using that information for any other purpose. In the event that ABRM is involved in a transaction such as a merger, stock purchase or sale, or sale of substantially all of ABRM assets, your personal information may be transferred to the other party in such transaction.

ABRM reserves the right to disclose your personally identifiable information if required to do so by law or legal process or otherwise requested by any law enforcement officer or agency acting under color of law. In addition, ABRM reserves the right to disclose your personally identifiable information based on the good faith belief that such action is necessary or appropriate to: (a) protect and defend the rights or property of ABRM, or (b) act in urgent circumstances to protect the safety or security of the public or of users of the ABRM products and the Service.

## 7. COOKIES

ABRM may also use cookies to gather information about your visits to the Service in order to enhance your experience. A cookie is a small string of information that the website you visit transfers to your computer for identification purposes. Cookies can be used to follow your activity on the Service and that information helps us to understand your preferences and improve your experience with the Service. Cookies are also used for such activities as remembering your user name and password, if necessary. You can turn off all cookies, in case you prefer not to receive them. You can also have your computer warn you whenever cookies are being used. For both options you have to adjust your browser settings (such as Mozilla, Firefox, Chrome or Internet Explorer and Edge). There are also software products available that can manage cookies for you. Please be aware, however, that when you choose to reject cookies, this choice may limit the functionality of the Service.

## 8. WEBSITE ANALYTICS

ABRM may use third-party services to help analyze how you use our Service. These analytic services use cookies, (see, Section 7). The information generated by the cookie about your use of the Service is transmitted to the Service. This information is then used to evaluate various uses of the Service and to compile statistical reports on Service activity for us, and us alone. We will never (and will not allow any third party to) use these analytics service tools to track or to collect any of your personally identifiable information.

## 9. NO SPYWARE OR ADWARE

We do not install any spyware or adware in connection with our Service or distribute any commercial message, or authorize any third party to distribute any commercial message, by means of spyware or adware. "Spyware" or "adware" is any software which has been downloaded to or installed on an Internet user's computer or device, without the user's actual consent, and facilitates the distribution of any commercial message to the user. If you feel you may have spyware from another company installed on your machine or device, there are various anti-spyware/adware software applications available on the Internet to identify if this has occurred.

## 10. USER PROVIDED CONTENT

If you post any User Generated Content (as defined in the Terms of Service) you are solely responsible for the content of your messages. You should be aware that when you voluntarily disclose personally identifying Information (for example, your name, street address, email address, or telephone number) on the Service, that information can be read, collected and used by other users of the Service and may result in unsolicited messages, both commercial and otherwise. You agree that by participating in such online public forums, you will not do so for any purpose that is unlawful or prohibited by the ABRM community guidelines that may be in effect from time to time in connection with the Service. ***With regard to User Generated Content, you specifically agree to abide by all federal, state and local laws, including without limitation HIPPA, when posting information about your practice on the Service and acknowledge having read and agreed to our Terms of Service Agreement.*** We reserve the right to terminate your access to the Service or to take other protective steps if you violate these terms.

## 11. YOUR CALIFORNIA PRIVACY RIGHTS

If you are a resident of California, pursuant to California Civil Code Section 1798.83, you may request information regarding our disclosure of your personal information to a third party for that party's direct marketing purposes. Any such disclosure made to a third party by us would be otherwise in accordance

with the terms of this Privacy Policy. To make such a request, please contact ABRM through the email address or physical address listed below.

## 12. RETENTION OF YOUR PERSONALLY IDENTIFIABLE INFORMATION

The personally identifiable information that you provide will be stored and maintained by ABRM until you instruct us otherwise, or, in our sole discretion, for the longer of: (a) for so long as is necessary or appropriate to carry out the purpose(s) for which such information was collected and (b) for so long as we are required to maintain such information by law or other applicable rules or regulations.

## 13. CHILDREN'S PRIVACY

ABRM recognizes the privacy interests of children and we encourage parents and guardians to take an active role in their children's online activities and interests. The Service is not intended for children under the age of 13. ABRM does not target its Service to children under 13. ABRM does not knowingly collect personally identifiable information from children under the age of 13.

## 14. CHOICE AND OPT-OUT PREFERENCES

ABRM does not collect your personally identifiable information unless you choose to provide it. If, at any time, you prefer not to receive further email communications from ABRM (except in connection with information, products or services that you specifically request), you will have the ability to unsubscribe from such communications by means of a link provided in every broadcast email that is sent to you by ABRM. If, at any time, you prefer not to receive any other form of communication from ABRM, you will have the ability to unsubscribe from such communications by contacting us at: [info@ABRM.com](mailto:info@ABRM.com) and <http://www.dent365.com>.

If you choose to sign up for email communications from us, we comply with the CAN-SPAM Act. This means that we will utilize email to communicate with you for a number of purposes, including marketing and promotion of our services. In compliance with the CAN-SPAM Act we agree: (a) not to use false or misleading subjects or email addresses; (b) to identify advertisement in some reasonable way; (c) to include the physical address of our business; and (d) to allow users to unsubscribe by using the link at the bottom of each email. In the event that we use a third-party email marketing service we will monitor the service for compliance with the foregoing.

## 15. ACCESS AND ACCURACY

ABRM will use commercially reasonable efforts to provide access to your personally identifiable information if you request such access in writing submitted to: [info@ABRM.com](mailto:info@ABRM.com) and <http://www.dent365.com>.

ABRM reserves the right to deny access to your personally identifiable information: (a) when such denial of access is required by law; (b) when granting you access is reasonably likely to negatively impact other people's privacy; (c) when such access to your acceptance of this Privacy Policy and revisions to this Privacy Policy is cost prohibitive; (d) when your acceptance of this Privacy Policy and revisions to This Privacy Policy is necessary to protect our rights and property, and (e) when such requests are frivolous or made in bad faith.

If you believe that the personally identifiable information maintained by ABRM about you is inaccurate or incomplete, you may notify ABRM in writing describing in details any inaccuracies or omissions, submitted to: [info@ABRM.com](mailto:info@ABRM.com) and <http://www.dent365.com>. Following receipt of such a properly

submitted written notice, ABRM will, within a reasonable time period, use commercially reasonable efforts to, in its sole discretion, either: (i) amend or correct your personally identifiable information to reflect corrected or additional information provided by you, or (i) in connection with your personally identifiable information, make note of any claimed inaccuracies or omissions reflected in the notice submitted by you.

#### 16. YOUR ACCEPTANCE OF THIS PRIVACY POLICY AND REVISIONS TO THIS PRIVACY POLICY

By using the Service you agree to this Privacy Policy. If you do not agree to this Privacy Policy, you may not use the Service. ABRM reserves the right, in our discretion, to change, modify, add or remove portions of this Privacy Policy at any time and from time to time, without prior notice to you. All revisions will be posted to the Service. We urge you to review this Privacy Policy frequently for changes. Your continued use of the Service means that you accept those changes.

#### 17. QUESTIONS OR COMMENTS

ABRM welcomes questions and comments about this Privacy Policy. Questions or comments should be directed to ABRM's privacy policy compliance department:

VIA EMAIL:

[info@ABRM.com](mailto:info@ABRM.com) and <http://www.dent365.com>

VIA U.S. MAIL:

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