

## Website Disclaimer and Privacy Policy

### Scope:

Throughout this Policy the terms “Henderson Mill Dental”, “we” and “our” shall mean Henderson Mill Dental Care, P.C., its employees, staff, agents, representatives, successors, assigns and any affiliates (“Henderson Mill Dental”). This Privacy Policy applies to this Site, [www.hendersonmilledentalcare.com](http://www.hendersonmilledentalcare.com), (however accessed and/or used, whether via personal computers, mobile devices or otherwise (collectively, “Device”) and other interactive features, applications or downloads that are operated by us that are available through this site or that interact with this site and post this Privacy Policy (collectively, “Site” or “Website”).

This Policy applies to customer information we collect through: (1) our Website; or (2) in email, text messages or other electronic communications between you and this Website.

### HIPAA Notice of Privacy:

To read more about our privacy policy regarding Protected Health Information under the Health Insurance Portability and Accountability Act (“HIPAA”), please visit our [HIPAA Privacy Notice](#).

### Website Disclaimer

The information on this Website is provided for general information, is not intended to provide medical, dental or surgical advice, and should not be relied upon as a substitute for professional medical advice, diagnosis or treatment. No doctor/patient relationship is established by your use of this Website. No diagnosis or treatment is being provided. The information contained here should be used in consultation with a doctor or dentist of your choice. No guarantees or warranties are made regarding any of the information contained within this Website.

### Website Privacy Policy:

Henderson Mill Dental is committed to protecting the privacy of visitors to our Website. This Policy will let you know how Henderson Mill Dental handles the collection, use, disclosure, transfer and storage of your information collected on this Website. Please take a moment to familiarize yourself with our privacy practices and let us know if you have any questions.

This Privacy Policy, together with the Terms of Use posted on our Website, sets forth the general rules and policies governing your use of our Website.

We may update this Privacy Policy from time to time. When We change the policy in a material way, a notice will be posted on our Website along with the updated Privacy Policy.

WHEN YOU ACCESS OUR WEBSITE, YOU ARE ACKNOWLEDGING AND ACCEPTING THIS PRIVACY POLICY. YOUR CONTINUED USE OF THIS WEBSITE AFTER CHANGES HAVE BEEN POSTED TO THE PRIVACY POLICY WILL CONSTITUTE YOUR ACCEPTANCE OF SUCH CHANGES. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, OR TO ANY CHANGES WE MAY SUBSEQUENTLY MAKE, IMMEDIATELY STOP ACCESSING OUR WEBSITE.

### Collection and Use of Personal Information

We do not collect any information that allows us to identify or contact you unless you provide that information yourself, for example when you register for the Website, if you email us, if you fill out a form electronically, or otherwise provide personal information during interaction with the Website. Personal information is data that can be used to uniquely identify or contact a specific individual. In certain circumstances, we may request, allow or otherwise provide you an opportunity to submit your personally identifiable information with a feature, program, promotion or some other aspect of our Website. If you provide us with personal information through our Website, we have taken precautionary steps to help make sure that information you may provide is kept confidential. Henderson Mill Dental and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve our products, services, content and advertising. You should know however, that we cannot guarantee or warrant the security or privacy of Internet transmissions, as they could be intercepted. **IN ORDER TO PROTECT YOUR PRIVACY, DO NOT EMAIL OR SUBMIT ELECTRONICALLY ANY INFORMATION THAT YOU CONSIDER CONFIDENTIAL.**

**Information We Collect:**

We collect your information from the following sources:

- Information you give us, such as during registration on the Website, Website interactions, such as rating products, joining a forum, customer service operations, purchasing, scheduling, surveys, download of a software update, and other Website transactions;
- Information from other sources, such as companies that help us to update our records; and
- Information automatically collected when you visit or use our Websites, such as via cookies and device information.

Personal information is information that identifies you or is reasonably linked to you. The personal information we collect may include contact and payment information like your name, email and physical addresses, phone numbers, insurance information, and credit and debit card information. When you request services on behalf of a third-party, we may collect information you provide us such as the name, address, and phone number of the third-party. For certain transactions, we may be required to collect information to comply with legal requirements, such as the name and address of your local pharmacy.

**Collection and Use of Non-Personal information**

We also collect non-personal information and data in a form that does not permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. The following are some examples of non-personal information that we collect and how we may use it: (1) we may collect information such as occupation, language, zip code, area code, unique device identifier, location, and the time zone so that we can better understand customer behavior' and improve our products, services, and advertising; and (2) we also may collect information regarding customer activities on our Website and from our other products and services. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our Website, products and services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

**Information from Other Sources**

We may receive personal information about you from other sources as well. Examples of these sources are entities that can help us correct or supplement our records, improve the quality or personalization of our service to you, and help prevent or detect fraud. In addition, we may collect information from consumer reporting agencies or other service providers if you obtain certain financial products.

**Automated Information Collection**

We receive and store certain types of information when you interact with our Websites, emails, and online advertising. Our purpose is to allow the Websites to work correctly, to evaluate use of the Website, and to support Website analytics and marketing campaigns. Some examples include:

- We may collect technical information such as your internet protocol address, your device operating system and browser type, the address of a referring Website, if any, and the path you take through our Websites.
- We use "cookies" to recognize you as you use or return to our sites. This is done so that we can provide a continuous and more personalized shopping experience for you. A cookie is a small text file that a Website or email may save to your browser and store on your hard drive.
- We may also use web beacons. Beacons allow us to know if a certain page was visited, an email was opened, or if ad banners on our Website and other sites were effective.

**How We Use and/or Disclose Your Information:**

- Henderson Mill Dental does not sell or rent your personal information.
- Henderson Mill Dental and its affiliates may use your personal information to provide products and services and support core business functions. These uses include order or service fulfillment, internal business processes, marketing, authentication, loss and fraud prevention, public safety and legal functions.

- Henderson Mill Dental may use the information collected to personalize your interaction with the Website, conduct surveys or promotions, respond to any email or request from you, or provide you with information that we believe may be useful to you, such as latest product announcements, important notices, software updates and upcoming events.
- Henderson Mill Dental may use personal information to help us develop, deliver and improve our products, services, content and advertising.
- Henderson Mill Dental may also use personal information for internal purposes such as auditing, data analysis and research to improve Henderson Mill Dental's products, services, and customer communications.
- Henderson Mill Dental may also use personal information to: keep a record of our transactions or communications; to comply with any applicable law, regulation or legal process; protect our rights, the rights of an affiliate or related third party; or, use it to take appropriate legal action, such as enforcement of the Terms of Use.
- We may combine all the information we collect. We may disclose your information within our corporate family of companies.
- Henderson Mill Dental may also use your personal information to contact you through any contact information you have provided in accordance with this Privacy Policy and our Terms of Use.
- If you enter into a sweepstake, contest or similar promotion we may use the information you provide to administer those programs.

### **Disclosure to Third Parties**

At times, Henderson Mill Dental may make certain personal information available to our strategic partners or affiliates that work with Henderson Mill Dental to provide products and services, or that help Henderson Mill Dental market to customers. Personal information will only be shared by Henderson Mill Dental to provide or improve our products, services and advertising; it will not be shared with third parties for their marketing purposes or any other use.

The third parties with whom Henderson Mill Dental may share personal information include companies who provide services such as information processing, fulfilling customer orders, delivering products to you, managing and enhancing customer data, providing customer service, assessing your interest in our products and services and conducting customer research or satisfaction surveys. We require our service providers to keep your information secure. In addition, our service providers may not use or disclose personal information for any purpose other than providing the services on our behalf.

The third parties may be located in the United States or anywhere else where Henderson Mill Dental may transact business.

### **Legal Requirements and Protection of Our Company and Others**

We may disclose your information in other special circumstances. These include situations when the sharing is necessary to protect the safety, property, or other rights of Henderson Mill Dental, our customers, our associates, or any other person, or where otherwise required by law. Henderson Mill Dental may provide your personal information in response to a court order, subpoena, search warrant or other legally valid inquiry or order, or to an investigative body in the case of a breach of an agreement or contravention of law, or as otherwise required by applicable law. Henderson Mill Dental may cooperate with law enforcement authorities in investigating and prosecuting activities that are illegal, violate our Terms of Use, or may be harmful to others.

### **Cookies and Other Technologies**

Henderson Mill Dental's Website, online services, interactive applications, email messages and advertisements may use a variety of technologies, now and hereafter devised, that automatically collect certain Website usage information whenever you visit or interact with the Website. Website usage information may be collected by various methods, including "cookies" and other technologies such as pixel tags, web beacons, mobile device identifiers and embedded scripts. Cookies are small data files that are placed on your Device when it is used to visit our Website. We cannot use them to identify you and thus the information collected is treated as nonpersonal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy. Cookies allow Website managers to adapt materials to your computer and include information such as what

pages you visited, how often you visited them, what your preferences may be, and they may enable certain features on this Site. Most web browsers accept cookies, but you may be able to adjust your browser settings to not allow them or to let you know when they are being sent. Your use of some features on this Site may be limited if you disable cookies.

Pixel tags enable us to send email messages in a format our customers can read, and they tell us whether the email has been opened. We may use this information to reduce or eliminate the number or type of messages sent to our customers. Web beacons are small graphic images or other web programming code inserted into a web page or email that count visitors to the Website, monitor how users navigate the Website, count how many emails that were sent are actually opened or count how many particular articles or links were actually viewed. Certain mobile service providers uniquely identify mobile devices and we or our third-party service providers may receive such device information if you access the Website through mobile devices. Certain features of our Website may require collection of mobile phone numbers, and we may associate that phone number to mobile device identification information. An embedded script is programming code that is designed to collect information about your interactions with the Website, such as the links you click on. The code is temporarily downloaded onto your Computer from our web server or a third-party service provider, is active only while you are connected to the Website and is deactivated or deleted thereafter.

As is true of most Websites, we gather some information automatically and store it in log files. This information includes IP addresses, browser type and language, Internet service provider (ISP), referring and exit pages, operating system, date/time stamp and clickstream data. We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, and to gather demographic information about our user base as a whole. Henderson Mill Dental may use this information in our marketing and advertising services.

In some of our email messages, we use a "click-through URL" linked to content on our Website. When customers click one of these URLs, they pass through a separate web server before arriving at the destination page on our Website. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages.

Henderson Mill Dental and its partners use cookies and other technologies in mobile advertising services to control the number of times you see a given ad, deliver ads that relate to your interests, and measure the effectiveness of ad campaigns. If you do not want to receive ads with this level of relevance on your mobile device, you can opt out by accessing the following link on your device: [info@hendersonmilldentalcare.com](mailto:info@hendersonmilldentalcare.com). If you opt out, you will continue to receive the same number of mobile ads, but they may be less relevant because they will not be based on your interests. You may still see ads related to the content on a web page or in an application or based on other non-personal information. This opt-out applies only to Henderson Mill Dental's advertising services and does not affect interest-based advertising from other advertising networks.

You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent.

### **Henderson Mill Dental's Communications**

On occasion, Henderson Mill Dental may send our customers and Website visitors electronic communications, including but not limited to newsletters, bulletins, status updates, account verifications, or other communications such as marketing information. Henderson Mill Dental may also send information via email regarding Website updates, general health information, or other general topics. You will be offered an opportunity to consent and/or opt-out of such communications where applicable. Certain communications, such as those related to Website updates or account verifications may not be subject to an opt-out.

### **Protection of Personal Information**

Henderson Mill Dental takes extensive precautions, including administrative, technical, and physical measures, to safeguard your personal information against loss, theft, and misuse, as well as against unauthorized access, disclosure, alteration, and destruction.

Henderson Mill Dental's online services use Secure Sockets Layer (SSL) encryption on all web pages where personal information is collected. To make purchases from these services, you must use an SSL-enabled browser such as

Internet Explorer, Safari or Firefox. Doing so protects the confidentiality of your personal information while it is transmitted over the Internet.

When you use some of the Websites services or applications or post on a forum, chat room, or social networking service, if any, the personal Information you share may be visible to other users and can be read, collected, or used by them. You are responsible for the personal information you choose to submit in these instances. For example, if you list your name and email address in a forum posting, that Information is public. Please take care when using these features.

### **Retention of Personal Information**

Henderson Mill Dental makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

### **Access to Personal Information**

You can help ensure that your contact information and preferences are accurate, complete and up to date by logging in to your account at [www.hendersonmilledentalcare.com](http://www.hendersonmilledentalcare.com). For other personal information, we make good faith efforts to provide you with access so you can request that we correct the data if it is inaccurate or delete the data if Henderson Mill Dental is not required to retain it by law or for legitimate business purposes. We may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, are extremely impractical or for which access is not otherwise required by local law. Access, correction, or deletion requests can be made to [info@hendersonmilledentalcare.com](mailto:info@hendersonmilledentalcare.com).

### **Contact Us**

Should you need to contact Henderson Mill Dental for any reason, including those regarding this Policy or any privacy concern, please contact us at:

**Address:** Attn: Operations Manager, 2847 Henderson Mill Road, Atlanta, GA 30341

**Telephone:** 770-496-0496

**Fax:** 770-496-1758

**Email:** [info@hendersonmilledentalcare.com](mailto:info@hendersonmilledentalcare.com)

If you believe that Henderson Mill Dental or anyone affiliated with Henderson Mill Dental has misused any of your information, please contact us immediately to report such action.

### **Information from Minors**

Henderson Mill Dental's Website is not designed for use by children. We do not knowingly collect personal information from children under the age of eighteen (18). If we learn that we have collected the personal information of a child under the age of eighteen (18), we will take steps to delete the information as soon as possible. A parent or guardian of a child under the age of eighteen (18) may review and request deletion of such child's personally identifiable information as well as prohibit the use thereof. If you have reason to believe Henderson Mill Dental has personal information from an individual under the age of eighteen (18), please contact us.

### **Keeping Your Information Secure**

We have implemented security measures we consider reasonable and appropriate to protect against the loss, misuse and alteration of the information under our control. Please be advised, however, that while we strive to protect your personal information and privacy, we cannot guarantee or warrant the security of any information you disclose or transmit to us online and are not responsible for the theft, destruction or inadvertent disclosure of your personal information. In the unfortunate event that your "personally identifiable information" (as the term or similar terms are defined by any applicable law requiring notice upon a security breach) is compromised, we may notify you by email, at our sole and absolute discretion, to the last email address that you have provided us in the most expedient time reasonable under the circumstances; provided, however, that delays in notification may occur while we take necessary measures to determine the scope of the breach and restore reasonable integrity to the system as well as for the

legitimate needs of law enforcement if notification would impede a criminal investigation. From time to time we evaluate new technology for protecting information, and when appropriate, we upgrade our information security systems.

### **Third-Party Sites and Services**

Henderson Mill Dental's Websites, products, applications and services may contain links to third party Websites, products, and services. Our products and services may also use or offer products or services from third parties. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices and we are not responsible for the privacy practices employed by any third-party Websites. We encourage you to note when you leave our Website and to learn about the privacy practices of those third parties before submitting any personal information to such third parties.

### **Social Security Numbers**

Henderson Mill Dental is committed to protecting the confidentiality of any Social Security Numbers ("SSNs") which we may receive in the course of our business. Henderson Mill Dental will take all necessary safeguards, including physical, technical, and administrative safeguards, in an effort to protect against any unauthorized access to SSNs. Henderson Mill Dental policy limits access to SSNs for lawful purposes only. Any unlawful use or disclosure of SSNs is strictly prohibited.

### **Copyright**

Henderson Mill Dental either owns the text, photos and graphics on this Website, including related copyrights, or has permission to use them. You have our permission to personally use or to copy any portion of this Website, but not for profit or other commercial reasons. Any use or copying, other than for your personal use, is strictly prohibited under federal copyright law and may be subject to civil and criminal sanctions.

### **Acceptance of Website Privacy Policy Terms and Conditions**

By using this site, you agree to the terms and conditions of this Website Disclaimer and Privacy Policy and you assume full responsibility for use of any information within our Website. You also agree that Henderson Mill Dental is not responsible or liable for any claim, loss or damage resulting from the use of this site by you or any user.

### **Changes to the Henderson Mill Dental Privacy Policy**

Please check our privacy Policy periodically for changes. We will also notify you of significant updates and will post the date it was last updated at the bottom of the Privacy Policy.

### **Notice for Users in California**

Our Privacy Policy applies to all users of our Website, including those in California. As described herein, personal information may be used by third parties, but only after Henderson Mill Dental has obtained your affirmative consent to do so. Your personal information may be used by Henderson Mill Dental and its affiliates as described herein.

For more information on our Privacy Policy, you may contact Henderson Mill Dental as follows:

**Address:** Attn: Operations Manager, 2847 Henderson Mill Road, Atlanta, GA 30341

**Telephone:** 770-496-0496

**Fax:** 770-496-1758

**Email:** [info@hendersonmilldentalcare.com](mailto:info@hendersonmilldentalcare.com)

### **Other States**

If you are a resident of a state other than California, the applicable law of your state may provide you additional rights.

Last Updated: December 21, 2020