

# Evident Privacy Policy

Effective Date: May 24, 2018 (v3.0.0)

Evident is a web-based dental lab management system that is intended to combine software and services for dentists and dental labs with access, convenience and communication tools, including the Evident Doctor Portal.

Evident is aware of the importance of protecting your privacy and we are sensitive to handling your personal information and the personal health information of patients. We are committed to collecting, using and disclosing personal information responsibly and only as described in this privacy policy or as required to provide our services.

To this end, we have developed this Privacy Policy, trained our professional, technical and support staff about our policies and practices, and have also appointed a Privacy Officer to help foster compliance with our Privacy Policy throughout Evident.

This Privacy Policy applies as between you, the user of this website, and Evident, the owner and provider of this website. This Policy applies to our use of any personal information collected by us in relation to your use of the website and any services or systems therein. If you disagree with anything in this Privacy Policy, do not use this website.

By visiting this website or submitting personal information through our website or Services, you agree to the terms of this Privacy Policy and you expressly consent to the collection, use and disclosure of your personal information in accordance with this Privacy Policy.

This Privacy Policy is incorporated into and subject to our Terms of Use. We reserve the right to change this Privacy Policy from time to time. Your continued use of the site following the posting of changes to this Privacy Policy will be deemed your acceptance of those changes. This Privacy Policy applies to our websites. We are not responsible for the privacy policy or content of any third-party website linked to our website. Please check with these third-party organizations or companies for their specific privacy policies.

## **The information we collect about you**

Personal information is any information that identifies you, or by which your identity could be ascertained and includes any health-related information. In Canada, business information (for example, your business title or business address and business telephone number) is not considered to be personal information according to privacy legislation.

Generally, we collect and use only the personal information that we believe we require to deliver our services; if we cannot collect and use your personal information, we are unable provide you with our services.

### **Information that you give to us:**

Without limitation, any of the following information (some of which may be personal information) may be collected: name, date of birth, gender, company name, job title, address, phone number, email address, profession and license number, patient name, medical information, vendor names and contact information, demographic information such as postal/zip codes, cookies, IP logs, billing information, billing name and address, credit card number and other information.

### **Information we collect about you from use of our website:**

- We may also collect certain information from visitors to and users of, the website, such as Internet addresses. This information is logged to help diagnose technical problems, and to administer our website in order to constantly improve the quality of the Service. We may also track and analyze non-identifying and aggregate usage and volume statistical information from you and provide such anonymous information to third parties.
- Automatically collected information such as cookie information or similar data on certain parts of our website for fraud prevention and other purposes. During some visits, we may use software tools such as JavaScript to measure and collect session information, including page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page. We

may also collect technical information to help us identify your IP address, web browser type and version, operating system, and /or device for fraud prevention and diagnostic purposes; or

- Other information that you may choose to disclose in information you upload or post to our websites.

## **How we use the information we collect**

We will only collect that information necessary for the purposes set out in this Privacy Policy. We collect, use and disclose personal information for the following purposes:

- to identify and to ensure continuous high quality service;
- to enable us to contact you and maintain communication with you, including, without limitation, to distribute health care information, book and confirm orders and requests, transmit promotional materials or newsletters that we believe may be of interest to you, or contact you for market research purposes, all of which may be done using email, telephone, fax or mail;
- to communicate with health care practitioners and/or other health care providers and organizations where required for health care;
- to allow us or you to efficiently follow-up for care and billing and to collect unpaid accounts and to process payments in general;
- for teaching and demonstration purposes on an anonymous basis and for research, health surveillance and statistical analysis of data purposes and we may provide such information to third parties on an anonymous basis;
- aggregated or de-identified information may be provided to third parties to improve or promote our services. No individuals can reasonably be identified or linked to any part of the information we share with third parties to improve or promote our services.
- to comply with the legal and regulatory framework of relevant legislation and to comply with any other requirements mandated by a government authority;
- to permit potential purchasers or advisors to evaluate our business in preparation for a sale of our business;

- to deliver records to our insurance provider to enable them to assess liability and quantify damages, if any;
- for administrative/management activities such as planning resource allocation, reporting or evaluation;
- to comply generally with the law; and
- for any other purpose that may be identified before or at the time the information is collected.

## **Who we give your information to**

Except as described in this privacy policy, we do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. Although we may make reasonable inquiries to determine that these select organizations maintain privacy policies similar to ours, we are not responsible for the enforcement of such policies.

We may also release your information when we believe release is appropriate to comply with the law, enforce our website policies, or protect our or others' rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

## **Your access to your information and how long we keep it**

At your written request we will inform you whether we hold personal information relating to you and if we do, we will let you know the purposes for which we used your personal information and the organizations or type of organizations to which we disclosed your personal information.

If your request is made in writing, and subject to applicable laws and the provisions of this policy, we are also able to provide you with access to your personal information that is in our possession. A fee sufficient to recover our costs may be levied for such access requests and you will have to provide information or documentation to verify your identity. We will

inform you of the approximate cost before proceeding to respond to your request.

Your rights to access your personal information are not absolute. Access can be denied for several different reasons under applicable legislation. If we deny your request for access to your personal information, we shall explain why.

We retain your information while your account is active or as needed to provide you services. Thereafter, we may retain certain personal information indefinitely as necessary to comply with our legal obligations, resolve disputes and enforce our agreements. We may also retain aggregate information for research purposes and to help us improve our services.

## **Disposal of personal information**

We destroy our records (which include electronic records and hardware) in a way that protects your privacy. We use methods that include shredding by bonded contractors who must adhere to contractual privacy obligations.

## **How we protect your information**

We take what we believe are reasonable precautions to ensure that your personal information is protected from loss, theft, unauthorized access, modification, use, copying, disclosure or tampering. Your information is protected whether recorded on paper or electronically.

We have safeguards in place to protect all personal information retained in our facilities, and during their disposal and destruction. Our safeguards include:

- physical measures (locked filing cabinets, restricting access to our office, alarm systems);
- technological tools (passwords, encryption, firewalls, anonymizing software); and

- organizational controls (limiting access on a "need-to-know" basis, staff training, confidentiality agreements).

During transmission of data, all data is encrypted to ensure privacy and data security.

All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our payment gateway provider's database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential.

Despite these measures, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we use reasonable efforts to protect your personal information, we cannot guarantee its absolute security.

## **Correcting and updating your information**

If we hold personal information about you and you believe that it is not accurate, complete and up-to-date, you can request to have it amended (or amend it yourself via your account information page), by means of a request to our Privacy Officer ([privacy@evidentlabs.com](mailto:privacy@evidentlabs.com)).

If we discover that information is not accurate, complete and up-to-date, we will take reasonable steps to correct it. We will also send any information that has been amended, where appropriate, to any third parties that have access to the information. If we refuse a request to correct information, we shall explain why and we will make a note of this in your file (and forward such note to anyone else who received the earlier information).

## **Our commitment to children's privacy**

Protecting the privacy of young children is especially important. For that reason, we do not knowingly collect or maintain personal information or non-personal information on the website from persons under 13 years of age and no part of our website is directed to persons under 13.

If you are under 13 years of age, then please do not use or access the website at any time or in any manner. If we learn that personal information of persons under 13 years of age has been collected on this website without verified parental consent, then we will take the appropriate steps to delete this information.

## **Compliance with Maine Predatory Marketing Law**

We do not knowingly collect or maintain Personal Information or Sensitive Personal Information on the website from persons under the age of 18 whose IP address shows that person is located in Maine. If you are under 18 and are located in Maine, please do not use or access the website at any time or in any manner.

## **Use of Cookies**

Evident (via this website) may set and access cookies on your computer.

Cookies are small files stored in your computer that identify users entering our website.

These files allow us to provide you with a personalized user experience when you interact with our website and enables us to provide statistical analysis of how our website is used. Only aggregated data, no individual records, will be used for this analysis.

You may delete cookies; however, you may lose any information that enables you to access the website more quickly.

You can choose to enable or disable cookies in your web browser. By default, your browser will accept cookies, however this can be altered. For further details please consult the help menu in your browser. Disabling cookies may prevent you from using the full range of services available on the website.

In addition, Google, as a third-party vendor, uses cookies to serve ads on our website. Google's use of the DART cookie enables it to serve ads to

users based on their visit to this website and other websites on the Internet. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy.

Online Tracking. We currently do not process or comply with any web browser's "do not track" signal or other similar mechanism that indicates a request to disable online tracking of individual users who visit our websites or use our services (unless otherwise stated in a service-specific privacy statement).

## **Links to other websites**

This Privacy Policy applies only to our website. The website may contain links to other websites not operated or controlled by Evident. The policies and procedures described here do not apply to websites or other services that Evident does not control.

These websites have separate and independent Privacy Policies. We therefore have no responsibility or liability for the content and activities of these linked websites. Nonetheless, we seek to protect the integrity of our website and welcome any feedback about these linked websites.

## **Information about enforcement and dispute resolution**

We will conduct compliance test audits of our relevant privacy practices to verify compliance with this Privacy Policy.

## **Changes to this Privacy Policy**

Evident reserves the right to change this Privacy Policy as it deems necessary from time to time or as may be required by law. Any changes will be posted on the website, and you are deemed to have accepted the terms of the Privacy Policy on your first use of the website following the alterations. We encourage you to check this page whenever you use our websites and services to understand how your personal information is used. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications. Your



continued use of our websites and services will constitute your acceptance of the revised policy.

## **Consent**

By using our website, you consent to our website Privacy Policy. We will collect, use and disclose your personal information only on the basis of your consent, except where otherwise required or permitted by applicable laws. You may provide your consent to us either orally or in writing. Your consent may also be implied through your conduct with us, such as by your use of this website.

## **Contact Us**

If you have any questions or concerns, or wish to access your personal information, please contact our Privacy Officer at the addresses listed below. We take your concerns seriously and will do everything necessary to respond to you without undue delay.

### **Privacy Officer**

750-999 Canada Place  
Vancouver, B.C.  
V6C 3E1

[privacy@evidentlabs.com](mailto:privacy@evidentlabs.com)