

## **1.1. Purpose of Policy**

LM Family Dentistry is committed to respecting the privacy rights of visitors and other users of our website. We are fully dedicated to protecting the privacy of any information we receive from you. We created this Privacy Policy to give you confidence as you visit and use the Site, and to demonstrate our commitment to fair information practices.

## **2. Information Collection Practices**

### **2.1. What Basic Information Does the Company Collect?**

In operating the Site, we collect personal information from you through a variety of our online submission forms. In completing these forms, you will provide us with your name, phone number and email address. You are not required to provide us with information to use and enjoy the Site. All of your information will be kept strictly confidential.

### **2.2. What Additional Information Does Company Collect?**

(a) **AUTOMATIC COLLECTION.** Our servers automatically recognize visitors' domain names and IP addresses (the number assigned to computers on the Internet). No personal information about you is revealed in this process. The Site may also gather anonymous "traffic data" that does not personally identify you, but that may be helpful for marketing purposes or for improving the services we offer.

(b) **COOKIES.** From time to time, we may use the standard "cookies" feature of major browser applications that allows us to store a small piece of data on your computer about your visit to our Site. Cookies help us learn which areas of our Site are useful and which areas need improvement through programs including, but not limited to, Google Analytics. We may also use cookies from third party social sites and programs including, but not limited to, Facebook. You can choose to disable cookies through your browser or independent programs available online. However, if you choose to disable this function, your experience at our Site may be diminished as some features may not work as they were intended.

(c) **THIRD PARTIES.** Our site uses technologies of third-party partners to help us recognize your device and understand how you use our site(s) so that we can improve our services to reflect your interests and serve you advertisements about the services that are likely to be of more interest to you. Specifically, information about your activity on our site(s) to enable us to: measure and analyze traffic and browsing activity on our site(s); show advertisements for our products and/or services to you on third-party sites; measure and analyze the performance of our advertising campaigns.

### **3. Use and Sharing of Information**

#### **3.1. What Does Company Do With Collected Information?**

(a) **PERSONAL INFORMATION.** We do not disclose the personally identifiable information to any third parties other than those that we use to facilitate the functioning of the site such as a hosting company and email program for mailings. The information collected is used by our staff for the purposes of contacting you to respond to your inquiries.

- We may share your information with our affiliates, in which case we will require the affiliates to honor this privacy policy. Affiliates include our parent company, and any other subsidiaries, joint venture partners, or other companies that we control or that are under common control with Us.
- We may share your information with Business partners: we may share your information with our business partners to offer you certain products, services or promotions.
- Any information collected as a part of SMS consent (phone numbers) will not be shared with third parties or affiliates.

(b) **ANONYMOUS INFORMATION.** We use anonymous information to analyze our Site traffic. In addition, we may use anonymous IP addresses to help diagnose problems with our server, to administer our site, or to display the content according to your preferences. Traffic and transaction information may also be shared with business partners and advertisers on an aggregate and anonymous basis.

(c) **USE OF COOKIES.** Promotions or advertisements displayed on our site may contain cookies.

(d) **DISCLOSURE OF PERSONAL INFORMATION.** We don't share your personal information with anyone except to comply with the law, develop our services, or protect our rights. We may disclose any information we have for you if required to do so by law or in the good-faith belief that such action is necessary to (1) conform to the edicts of the law or comply with legal process served on us, (2) protect and defend our rights or property or the users of the Site, or (3) act under exigent circumstances to protect the safety of the public or users of the Site.

### **4. Security**

The Site has security measures in place to prevent the loss, misuse, and alteration of the information that we obtain from you, but we make no assurances about our ability to prevent any such loss to you or to any third party arising out of any such loss, misuse, or alteration.

## **5. Contact Information and Policy Updates**

### **5.1. Contacting Us**

If you have any questions about this Policy or our practices related to this Site, please contact us using the “Contact” link on the menu located at the top of the site.

### **5.2. Updates and Changes**

We reserve the right, at any time, to add to, change, update, or modify this Policy to reflect changes in our Privacy Policy. We shall post any such changes on the Site in a conspicuous area. You may then choose whether you wish to accept said policy changes or discontinue using the Site. Any such change, update, or modification will be effective 30 days after posting on the Site. It is your responsibility to review this Policy from time to time to ensure that you continue to agree with all of its terms.

(a) If you have signed up for email communications from us, we will notify you of the privacy policy changes by email as well.