

Online Privacy Notice

1. Introduction

(a) Web Site Owner. The Hills Dentistry (“THD”) is the owner of this web site. THD can be contacted by mail at 4219 Hillsboro Pike, #100, Nashville, TN 37215, by phone at (615) 383-4494 or by e-mail at office@thehillsdentistry.com. This online privacy notice discloses THD information practices for this THD Web Site, including what type of personal identifiable information is requested in order to use the site’s appointment feature, how the information is used, and with whom the information is shared.

(b) Anonymous Web Site Visits. In general, you can visit on the THD Web Site without disclosing OR revealing any personal information. THD does keep track of the domains from which people visit us. OR THD analyzes the data gathered from Web Site visits for trends and statistics, and then THD discards the gathered data.

2. Personal Information That May Be Collected

(a) Identifying Information. If you elect to use the online appointment scheduling feature, THD will need certain information such as your name, date of birth, and telephone number or email address. You are not required to use this feature to make an appointment at THD’s office.

(b) Information from Children. THD requires a parent or legal guardian to use the online appointment request for minors under age 18.

(d) Lost or Stolen Information. Credit card information is never collected on THD’s website.

(e) Links to Other Web Sites. An THD Web site may contain links to other web sites. THD is not responsible for the privacy practices or the content of those other Web sites.

3. Uses Made of the Information

(a) Limited Uses Identified. Without client’s prior consent, THD will not use your personal identifiable information for any purpose other than that for which it is submitted. THD uses personal identifiable information to reply to inquiries, handle complaints, provide operational notices and in program record-keeping. THD also processes business requests related to THD Web Site participation.

(b) Marketing Uses. Unless client marks an “x” on the opt-out option box herein provided, THD reserves the right to provide clients with information about THD’s Web site, THD services, and

related information in which the client has indicated an interest.

(c) Stored Information Uses. THD stores the information entered on the THD Web site.

(d) Online Advertising. Your information is never shared with other companies for advertising purposes.

4. Disclosure of the Information

(a) Mergers and Acquisitions. Circumstances may arise where for business reasons, THD decides to sell, buy, merge or otherwise reorganize its businesses in the United States. Such a transaction may involve the disclosure of personal identifying information to prospective or actual purchasers, and/or receiving such information from sellers. It is THD's practice to seek appropriate protection for information in these types of transactions.

(b) Agents. THD employs or engages other companies and individuals to perform business functions on behalf of THD. These persons are provided with personal identifying information required to perform their functions, but are prohibited by contract from using the information for other purposes. These persons engage in a variety of functions which include, but are not limited to analyzing data, scheduling appointments, providing marketing assistance, and providing client services.

(d) Affiliated Businesses. THD does not use an online store.

(e) Marketing Analysis by Third Parties. THD reserves the right to disclose to third parties personal information about clients for marketing analysis; however, any information disclosed will be in the form of aggregate data that does not describe or identify an individual client.

(f) Disclosure to Governmental Authorities. Under certain circumstances, personal information may be subject to disclosure pursuant to a judicial or other government subpoenas, warrants or orders.

5. Use of Computer Tracking Technologies

(a) No Tracking of Personal Information. THD's Web Site is not set up to track, collect or distribute personal information not entered by visitors. Through web site access logs THD does collect clickstream data and HTTP protocol elements, which generate certain kinds of non-identifying site usage data, such as the number of hits and visits to our sites. This information is used for internal purposes by technical support staff for research and development, user analysis and business decision making, all of which provides better services to the public. The statistics garnered, which contain no personal information and cannot be used to gather such information, may also be provided to third parties.

(b) Use of Cookies. THD or its third party vendors, collects non-identifiable and personal information through the use of various technologies, including “cookies”. A cookie is an alphanumeric identifier that a Web site can transfer to client’s hard drive through client’s browser. The cookie is then stored on client’s computer as an anonymous tag that identifies the client’s computer, but not the client. Cookies may be sent by THD or its third party vendors. Client can set its browser to notify client before a cookie is received, giving an opportunity to decide whether to accept the cookie. Client may also set its browser to turn off cookies; however, some Web sites may not then work properly.

(c) Use of Web Beacon Technologies. THD may also use Web beacon or other technologies to better tailor its Web site(s) to provide better client service. If these technologies are in use, when a visitor accesses these pages of the Web site, a non-identifiable notice of that visit is generated which may be processed by THD or by its suppliers. Web beacons usually work in conjunction with cookies. If client does not want cookie information to be associated with client’s visits to these pages, client can set its browser to turn off cookies; however, Web beacon and other technologies will still detect visits to these pages, but the notices they generate cannot be associated with other non-identifiable cookie information and are disregarded.

(d) Collection of Non-Identifiable Information. THD may collect non-identifiable information from user visits to the THD Web site(s) in order to provide better client service. Examples of such collecting include: traffic analysis, such as tracking of the domains from which users visit, or tracking numbers of visitors; measuring visitor activity on THD Web site; Web site and system administration; user analysis; and business decision making. Such information is sometimes known as “clickstream data” THD or its contractors may use this data to analyze trends and statistics.

(e) Collection of Personal Information. THD collects personal identifying information from client during a transaction. THD may extract some personally identifying information about that transaction in a non-identifiable format and combine it with other non-identifiable information, such as clickstream data. This information is used and analyzed only at an aggregate level (not at an individual level) to help THD understand trends and patterns. This information is not reviewed at an individual level.

6. Information Security

(a) Commitment to Online Security. THD employs physical, electronic and managerial procedures to safeguard the security and integrity of personal information. Billing and payment data is encrypted whenever transmitted or received online. Personal information is accessible only by staff designated to handle online requests or complaints. THD agents and contractors with access to personal information on the THD web site are also bound to adhere to THD’s security standards.

(b) No Liability for Acts of Third Parties. THD will exercise all reasonable efforts to safeguard the confidentiality of client personal information. However, transmissions protected by industry standard security technology and implemented by human beings cannot be made absolutely secure. Consequently, THD shall not be liable for unauthorized disclosure of personal information due to no fault of THD including, but not limited to, errors in transmission and unauthorized acts of THD staff and/or third parties.

7. Privacy Policy Changes and Opt-Out Rights

(a) Changes to Privacy Policy. This privacy notice was last updated on July 1, 2018. THD reserves the right to update its privacy policy statement at any time. A notice of such will be posted on the THD Web site on a page for thirty (30) days. Use of the WebSite deems the client has accepted THD's privacy policy updates.

(b) Opt-Out Right. Client has the right at any time to cease permitting personal information to be collected, used or disclosed by THD and/or by any third parties with whom THD has shared and/or transferred such personal information. Right of cancellation may be exercised by contacting THD via e-mail, telephone or postal mail. All contact information is listed on the Web Site. After processing the cancellation, THD will delete client or prospective client's personal information from its data base.

8. Access Rights to Data

(a) Information Maintained by THD. Upon client's request, THD will provide a reasonable description of client's personally identifiable information that THD maintains in its data bank, if any. THD can be contacted by e-mail, telephone, or postal mail. All contact information is listed on the Web Site.

(b) Corrections and Changes to Personal Information. Help THD to keep client personal information accurate. If client's personal information changes, or if client notes an error upon review of client information that THD has on file, please promptly e-mail THD and provide the new or correct information.

9. Accountability

(a) Questions, Problems and Complaints. If you have a question about this policy statement, or a complaint about THD compliance with this privacy policy, you may contact THD by e-mail. Your concerns will be addressed as soon as possible to resolve any issues.

(b) Terms of Use. If client chooses to use the Web Site, the client's action is hereby deemed acceptance of THD practices described in this policy statement. Any dispute over

privacy between client and THD is subject to the provisions of this notice and to THD's Terms of Use Agreement which is hereby incorporated herein and which can be read at thehillsdentistry.com.