

## ORTHOBANC PRIVACY STATEMENT

Last modified August 2017.

OrthoBanc understands and respects your desire to know how information about you will be collected, used and maintained through this Website. The following description provides information about our privacy practices and policy for the public portion of our Website. (If you access password-protected pages of our Website, additional privacy practices may apply.)

This Privacy Statement applies to each of the following OrthoBanc websites:

[www.orthobanc.com](http://www.orthobanc.com)  
[www.paymentbanc.com](http://www.paymentbanc.com)  
[www.dentalbanc.com](http://www.dentalbanc.com)  
[www.acceptxpro.com](http://www.acceptxpro.com)  
[www.myacceptx.com](http://www.myacceptx.com)

Please download or print a copy of this Privacy Statement for your records.

### **COLLECTION, USE, AND DISCLOSURE OF YOUR PERSONAL INFORMATION**

We do not actively collect any information that identifies you personally, such as your name, address, telephone number, or email address (“personal information”), other than your Internet Protocol (IP) address.

We collect the personal information that you affirmatively give to us through our Website, such as when you use the “Contact Us” or “Patient Inquiry” features, or when you contact us by e-mail. Giving us your personal information through the Website is voluntary and is not required to use the Website. We use this information only to respond to your comments or questions or as related to the specific purpose for which you submitted the information. We do not use your information for marketing purposes or share any of your personal information with others for their own use, except for the limited purposes described in the “Google Analytics” section below.

We do not share your personal information with any third parties without your consent except as follows: to comply with law, protect the safety of our users or others, or detect, prevent and respond to fraud, security or technical issues; to potential or actual successors or assigns; or with service providers performing services on our behalf. Any service providers employed by us will have access to your nonpublic personal information solely to the extent necessary to enable them to perform services on our behalf and will be contractually prohibited from using the nonpublic personal information for any other purpose.

### **KEEPING YOUR PERSONAL INFORMATION SECURE**

Except as set forth above, we restrict access to nonpublic personal information about you to only those who have a need to know that information in connection with the purposes for which it is collected and used. Additionally, we maintain physical, electronic, and procedural safeguards intended to protect the security

of your nonpublic personal information. Our Website employs industry standard information security practices designed to protect against loss, misuse or alteration of personal information you provide to us through the Website. The Website protects your personal information that you provide to us through our “Contact Us” or “Patient Help Request” functions, described above, using Secure Sockets Layer (SSL) encryption. SSL is a function that encrypts all information sent through the Website to prevent access by third parties to such information in transmission. The Internet is inherently risky, especially if you use public wi-fi access or unsecured networks, and we cannot be responsible for any losses or access to your information or computer.

## **COOKIES AND LOG FILES**

We also receive non-personally identifiable information through cookies and log files when you access our Website. A “cookie” is a small text file that is saved to, and during subsequent visits, retrieved from, your computer or mobile device. The Website uses cookies to enhance and simplify your visit. We do not use cookies to disclose information to third parties. Certain technical information, such as your IP address, page views, operating system, Web browser software, and web sites that you visit before and after ours, is collected automatically from your computer. Cookies allow us to monitor how many people are using our Website, the frequency of your visits to our Website and the amount of time that you spend on our Website.

A “log file” is an automatic record of events that occur on the Website and is maintained on the Website. We use log files to record the URL visited, the title of the page visited, the resolution of the user’s monitor and size of the browser window, the referring address, if any (which is used to pick up search keywords and visits that came through links from other sites), the time it took to fetch and render the page, a unique session identifier, allowing us to view a series of page views as a coherent visit, and other non-personal information regarding your visit to the Website.

This information allows us to monitor how many people are using our Website and for what purposes. We use the information gathered from cookies and log files solely to generate broad demographic and user statistics to improve the content of our Website. We do not link any information obtained from cookies or log files to personal information.

You can easily erase cookies from your computer or mobile device using your browser. For instructions on how to handle and delete cookies, please look under "Help" in your browser. You can choose to disable cookies, or to receive a notification each time a new cookie is sent to your computer or mobile device. However, please note that if you choose to disable cookies, you may not be able to take advantage of all features of this Website.

If you visit our Website using your mobile device, we collect the hardware model of your device, the operating system used by your device, and mobile network information.

## **LOCAL STORAGE**

We may collect and store information (including personal information) locally on your device using mechanisms such as [browser web storage](#) (including HTML 5) and [application data caches](#).

## **GOOGLE ANALYTICS AND OTHER SERVICE PROVIDERS**

We work with Google Analytics to help us better understand how you use the Website. Google Analytics works by putting cookies in your browser to collect information such as which web site referred you to the Website and which pages you visit on the Website. This information will help us to enhance and develop the Website and the visitor experience. Google Analytics may only use your personal information to perform services for us and may not share your personal information with anyone else, or use it for any other purpose, except on an aggregated, non-personally identifiable basis, unless you hold a Google account. Please follow this link to review how Google may use your information collected using this service: <https://www.google.com/policies/privacy/partners/>

From time to time, we may use other service providers to collect and analyze information about your use of the Website for our own internal purposes. These service providers do not track your activity across web sites and may not use your information for any other purpose.

## **ONLINE TRACKING**

Please note that the Website does not support “Do Not Track” browser settings and does not currently participate in any “Do Not Track” frameworks that would allow us to respond to signals or other mechanisms from you regarding the collection of your nonpublic personal information.

## **CHILDREN'S PRIVACY**

This Website is intended for use only by adults and businesses. We do not knowingly solicit or collect information from children 13 years of age or younger.

## **KEEPING UP-TO-DATE**

We want you to be fully informed about how we will protect your privacy. We may change our privacy policy in the future, but we will not change our practices until we have posted an announcement of changes and a link to the revised policy on the home page of this Website. If you have any questions about our privacy or information practices, you can send us your question [here](#).