

# Georgetown Park Orthodontics - PRIVACY POLICY

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To view our Privacy Policy, click [here](#) .

Georgetown Park Orthodontics cares about your privacy. For this reason, we collect and use your personal information only as necessary to provide and communicate with you about our products, services, websites and mobile applications, or as requested by you (collectively, our “Services”). Your personal information includes the following:

- Name
- Address
- Phone number
- Birthdate
- Gender
- Email address
- Best call back time
- Billing and payment information
- Other data collected that could directly or indirectly identify you.

Our Privacy Policy not only explains how and why we use the personal information we collect, but also how you can access, update, or otherwise take control of your personal information. We have also created a [Trust Center](#) that provides answers to your most frequently asked questions, quick links to access your Account Settings, instructions on how to exercise some of the rights you may have, and definitions of key terms and concepts mentioned in this Privacy Policy.

If at any time you have questions about our practices or any of your rights listed below, you can contact us at [Braces@DrMimiOrtho.com](mailto:Braces@DrMimiOrtho.com). This inbox is actively monitored and managed so that we can deliver an experience that you can confidently trust.

## **What information we collect, how we collect it and why**

Much of what you probably consider to be personal information is obtained directly from you when:

- I. create an account or purchase any of our Services (eg, billing information, including name, address, credit card number, government ID);
- II. request assistance from our customer support team (ex: phone number, voice recordings);

- III. complete contact forms or request newsletters or other information (eg email); either
- IV. participate in contests and surveys, apply for a job, or otherwise participate in activities we promote that may require information about you.

However, we also collect additional information when delivering our Services to you to ensure necessary and optimal performance. These methods of obtaining may not be so obvious to you so we thought of highlighting and explaining a little more about what these might be (as they vary from time to time):

**Cookies and similar technologies** on our websites and mobile applications allow us to track your browsing behavior, such as the links you click, the pages you visit, and the items you purchase. Specifically, the data collected is from your interactions with features of our site or features of third parties, such as social media plugins, content on the Services, Internet Protocol (IP) address (for example, to determine language preference, browser type and settings, device type and settings, the operating system you use, application IDs, unique device identifiers, and error data). These technologies also automatically collect data to evaluate website performance and improve our systems, including metadata, log files, page load time, server response time to optimize DNS resolution, network routing, and server configurations. For additional information and to learn how to manage the technologies we use, please visit our [Cookie Policy](#).

**Supplemental data** may be received from other sources, for example from public databases, social media platforms or from third parties from whom we have acquired data, in which case we may combine this data with information we already have about you. This allows us to update, expand, and analyze the accuracy of our records, identify new customers, and offer you products and services that may be of interest to you. If you provide us with personal information about other people, or if other people provide us with information about you, we will only use that information for the specific purpose for which it was provided.

#### **How we use the information.**

We strongly believe in minimizing the data we collect and limiting its use and purpose only (1) for which we have been given permission, (2) to the extent necessary to deliver the Services you purchase or interact with, or (3) to the extent that we are required or permitted to comply with legal obligations or for other lawful purposes:

**Delivery, improvement, updating and expansion of our Services.** We obtain various information in connection with your purchase of, and/or interactions with our Services. We use this information to:

- Improve and optimize the operation and performance of our Services (again, including our websites and mobile applications)
- Diagnose security and compliance risk issues, errors, or necessary improvements to the Services, and identify them.
- Detect and prevent fraud and abuse of our Services and systems
- Much of the data collected is compiled or statistical data about how people use our Services and is not linked to any personal information.

**Sharing with trusted third parties.** We may share your personal information with affiliated companies within our corporate family, with third parties with whom we have partnered so that you can integrate their services within our own Services, and with trusted independent service providers to the extent necessary for them to perform services on our behalf, such as:

- Credit card payment processing
- Offer advertising (more on this topic below)
- Organization of contests or surveys
- Performance analysis of our Services, customer demographics and sentiment
- Communications with you by email or survey delivery
- Customer relationship management
- Security, risk management and compliance
- Recruitment of technical assistance and related services.

These third parties (and any subcontractors they are permitted to use) have agreed not to share, use or retain your personal information for any purpose other than necessary for the provision of the Services.

We will also disclose your information to third parties:

- in the event that we sell or buy any business or asset (whether as a result of liquidation, bankruptcy or otherwise), in which case we will disclose your details to the prospective seller or buyer of such business or asset; either
- if we sell, buy, merge, are acquired by, or associate with other companies or businesses, or sell some or all of our assets. In those transactions, your information may be among the transferred assets.

**Advertising.** We want you to receive ads that are most relevant and useful to you, so we may use personal information you provide in Account Settings or collected through cookie technologies to personalize ads and improve the overall experience with us on

our site and on other sites. We call this ad personalization (formerly interest-based advertising) because the ads you see are based on historical or previously collected data to determine which ad will be most relevant to you, including data such as previous searches, visits to sites or applications, demographic information or location. To illustrate audience-based ad personalization. Let's say you registered a domain with us and created a website using our website builder product. The next time you browse our advertising partner's platform or website, they may be able to recognize that you are a Georgetown Park Orthodontics customer from an email match and may use that data to help us display a notice about our recent promotion for the security of web pages. Or, if you've already purchased our website security product, you may be excluded from future ad campaigns for this product because it won't be relevant to you. Other customization of notices could be based on activity. For example, using data about the pages you viewed on our website we could determine that an advertisement might be of interest to you. The information we share with our ad channel partners to give you personalized ads is done securely and cannot be used for any other purpose. We do not sell your data to third parties. In addition, the data we share is hashed and encrypted, which means it does not directly identify you. We do not sell your data in any way to our partners or other third parties.

To manage your audience-based ad personalization preferences, sign in to your account and visit "Account Settings." To manage your preferences for activity-based ad personalization, please see our [Cookie Policy](#) and go to "Manage Settings". If you opt out of ad personalization, you may still receive ads, but they may be less relevant to you.

**Communication with you.** We may communicate directly with you or through a third party service provider regarding the products or services you registered for or purchased from us, such as necessary to send transactional or service-related communications. Also, if you authorize us, we will contact you with offers for additional services that we think you will find of interest, or where permitted with legitimate interests in mind. You are not required to give us your authorization as a condition of purchasing our goods or services. These contacts may include:

- Email
- Text messages (SMS)
- Phone calls
- Messaging applications (e.g. WhatsApp, etc.)
- Automatic phone calls or text messages

You can also update your subscription preferences to receive communications from us and/or from our partners. To do this, log in to your account and visit the “Account Settings” page.

If we collect information about you in connection with a co-branded offer, it will be specified at that time who collects the information and whose privacy policy applies in this case. In addition, it will specify the choices you have regarding the use and/or sharing of your personal information with a brand partner, as well as how you can make use of those choices. We are not responsible for the privacy practices or the content of such third party sites. Please read the privacy policy of any website you visit.

If you use a service to import contacts (for example, email marketing services to send your emails), we will only use the contacts and any other personal information for the requested service. If you believe that someone has provided us with your personal information and you would like to request that it be removed from our database, please email us at [braces@drmimiortho.com](mailto:braces@drmimiortho.com).

**Transfer of personal information abroad.** If you use our Services from a country other than the country in which our servers are located, your personal information may be transferred across international borders, which will only be done as necessary for the performance of our contract with you, when we have your consent to do so, or under the appropriate standard contractual clauses. Also, when you call us or start a chat, we can provide technical support from one of our international locations outside of your home country.

**Compliance with legal, regulatory and law enforcement requests.** We cooperate with government and private law enforcement officials and entities, and fight for compliance with the law. We may disclose your personal information to government or private law enforcement officials or entities if, in our sole discretion, we believe it is necessary or appropriate to respond to legal claims and process (for example, subpoena requests ) to protect our property and rights or the property and rights of third party providers, protect the safety of the public or any person, or prevent or stop activities that we believe to be illegal or unethical.

As long as we are permitted by law to do so, we may take reasonable steps to notify you if we are required to provide your personal information to third parties as part of the legal process. When you register a domain name with us, we will also share your information to the extent necessary to comply with any ICANN, registry or ccTLD rules, regulations and policies.

### **How we secure, store and retain your data.**

We follow generally accepted standards to store and protect the personal information we collect during transmission and once it is received and stored, including the use of encryption where appropriate. We retain personal information for as long as necessary for the uses described in this Privacy Policy, unless a longer retention period is required under applicable law.

Our criteria for determining retention periods include the following:

- The duration of our relationship and the provision of the services (for example, while you have an account with us or continue to use our services);
- If the account owner modifies or if its users delete information through their accounts;
- If we have a legal obligation to retain the information (for example, due to certain laws, we need to keep records of your transactions for a certain period of time before we can delete them); either
- Whether a hold is advisable in light of our legal position (such as in connection with our agreements, dispute resolution and applicable statutes of limitations, litigation, or regulatory investigations).

If you have any questions about the security or retention of your personal information, you may contact us at [braces@drmmimioortho.com](mailto:braces@drmmimioortho.com).

### **How you can access, update or delete your data.**

To easily access, view, update, delete or port your personal information, or to update your subscription preferences, sign in to your Account and visit "Account Settings". Visit our Trust Center where you will find more information and help to access, update or delete data.

If you request to delete your personal information and that data is necessary for the products or services you purchased, the request will be honored only to the extent that it is no longer necessary for any of the Services purchased or required for our legitimate business purposes or legal requirements. or contractual records retention.

If for any reason you are unable to access your Account Settings or our Trust Center, you may also contact us in any of the ways described in the "Contact Us" section.

Privacy Shield Frameworks between the EU and the US and Switzerland and the US. On July 16, 2020, the Court of Justice of the European Union issued a judgment declaring "invalid" the Decision of the European Commission (EU) 2016/1250 of July

12, 2016 on the adequacy of the protection provided by the EU -EE. USA Privacy Shield. As a result of that decision, the EU-US Privacy Shield Framework. The US is no longer a valid mechanism to comply with EU data protection requirements when personal data is transferred from the European Union to the US.

However, the US Department of Commerce continues to administer the Privacy Shield program, and our company, Mimi N. Nguyen DDS, PA DBA Georgetown Park Orthodontics, third party contractors complies with The Privacy Shield Framework, as set forth by the US Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union to the United States. Our company and affiliates have certified to the US Department of Commerce that it adheres to the Privacy Shield Principles. If there are conflicts between the terms in this privacy policy and the Privacy Shield principles, the Privacy Shield principles will govern.<https://www.privacyshield.gov/> .

Our company is responsible for the processing of personal information it receives, under each Privacy Shield framework, and subsequently transfers to third parties acting as agents on its behalf. We comply with the Privacy Shield Principles for all onward transfers of personal information from the EU and Switzerland, including the liability provisions for onward transfers.

With respect to personal information received or transferred under each Privacy Shield Framework, Mimi DDS, PA are subject to the regulatory authority to enforce law of the United States Federal Trade Commission. In some cases, GoDaddy.com, LLC may be required to disclose personal information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

If you have any outstanding privacy or data use concerns that we have not addressed satisfactorily, please contact us at [braces@drmimiortho.com](mailto:braces@drmimiortho.com). In some circumstances, which are described in more detail on the Privacy Shield website, you may seek binding arbitration if all other dispute resolution procedures have been exhausted.

In compliance with the Privacy Shield Principles, Mimi DDS, PA is committed to resolving complaints about our collection and use of your personal information. Users in the European Union and Switzerland who have concerns or complaints about our Privacy Shield policy should first contact us as indicated in the "CONTACT US" section below this Privacy Policy.

Mimi DDS, PA further agrees to cooperate with the panel established by the European Union Data Protection Authorities (DPA) and the Swiss Federal Data Protection

Commissioner (FDPIIC) regarding unresolved complaints concerning Human Resources data transferred from the EU and Switzerland in the context of the employment relationship.

**'Do Not Track' notifications.**

Some browsers allow you to automatically notify websites you visit not to track you using the "Do Not Track" signal. There is no consensus among industry participants as to what "Do Not Track" means in this context. Like many websites and online services, we currently do not change our practices when we receive a "Do Not Track" signal from a visitor's browser. For more information about the "Do Not Track" signal, you can access [www.allaboutdnt.com](http://www.allaboutdnt.com) .

**Age restrictions.**

Our Services are available for sale only to persons 18 years of age or older. Our Services are not directed to, and are not intended to be consumed by, minors under the age of 18, nor are they designed to entice them. If you know or have reason to believe that a person under the age of 18 has provided us with personal information, please contact us using the instructions below.

**Nondiscrimination.**

We will not discriminate against you for exercising any of your privacy rights. Except as permitted by applicable law, we will not:

- We will deny you goods or services.
- We will not charge you different prices or fees for goods or services, including through discounts or other benefits provided, or impose a penalty.
- We will provide you with no different level or quality of goods or services.
- We will suggest that you may get a different price or rate for goods or services or a different level or quality of goods or services.

**Changes to this policy.**

We reserve the right to modify this Privacy Policy at any time. If we decide to change our Privacy Policy, we will post those changes to this Privacy Policy and elsewhere we deem appropriate, so that you are aware of what information we collect, how we use it, and under what circumstances we disclose it, if any. If we make material changes to this Privacy Policy, we will notify you here, by email, or by means of a notice on your home page, at least thirty (30) days prior to the implementation of the changes.

**Contact us.**

If you have questions, concerns, or complaints about our Privacy Policy, or how we handle your personal data, you may contact us by email at [braces@drmimiortho.com](mailto:braces@drmimiortho.com). Alternatively, you can contact us through the following means:

- By mail :

- United States: Mimi Nguyen DDS, PA at 5832 Hubbard Drive Rockville

By phone : (301) 816 7846

We will respond to all requests, questions and concerns within thirty (30) days.