

Privacy Policy

This Privacy Policy explains how Dentures Today, Inc. (“Dentures Today”) collects, utilizes and maintains non-public personal information about customers, including, but not limited to, information provided through denturestoday.com (the “Site”), as required under federal and other applicable laws. Dentures Today respects your privacy and is committed to protecting it through our compliance with this policy. By using the Site and/or the Services, as defined in Dentures Today’s Terms and Conditions, you agree to the terms and conditions of this Privacy Policy, and you consent to our collection, use, disclosure, transfer and processing of certain personal information in accordance herewith. This Privacy Policy is incorporated into the Terms and Conditions by reference.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, you are not permitted to use the Site.

1. **The Type of Information the Site Collects About You.** Dentures Today gathers information when you interact with us through your use of the Site, and through the information that you provide to us directly, including, but not limited to, by way of email, through printed materials, and from your dentist or other medical providers. Through such communications, you might supply us with information such as your name, address, phone number, email address, date of birth or age, credit card and other financial information related to payments for Services, and personal shopping and product preferences. We also automatically receive and store certain types of non-personal information that your computer or mobile device provides to us in connection with your use of the Site and Services.
2. **HIPAA.** Our privacy practices are intended to comply with the Health Insurance Portability and Accountability Act (“HIPAA”). We will maintain the privacy of your Personal Health Information, as defined in, and required by, HIPAA and the regulations promulgated under that Act. Use and disclosure of Personal Health Information, shall include, but not be limited to, using it for the scanning and storing of digital information related to dentures, the manufacturing of dentures, to make payments for such products, and to conduct ongoing quality improvement of our Site, Services and products, including future Services.
3. **How Dentures Today Uses and Shares Information About You.** It is Dentures Today’s general policy not to share information about you. However, we may use your personal information for legitimate business purposes, and we will try to give you the information you need to make informed choices with respect to how we use or share your information. Dentures Today uses and shares personal information from you in several ways:
 - a. We use information we have collected about you to provide you with information about our products and Services we believe may be of interest to you, to allow you to purchase our products and Services, to provide you with marketing and promotional materials and opportunities, and to accomplish our business purposes. We do not disclose non-public personal information about customers to affiliates or nonaffiliated third-parties, except in limited circumstances as required or permitted by law, such as in connection with a subpoena or other legal process, in connection with a merger, acquisition, or bankruptcy, or as discussed further below.
 - b. Additional permitted disclosures may include, for example, providing information to our employees and, as necessary, to unaffiliated third-parties, such as your dentist, medical providers, or those with whom we have contracted to perform services on our behalf regarding our products and Services that you have ordered. In all such situations, we stress the

confidential nature of information being shared and require that third-parties only use the personal information we share to provide the services we ask them to perform. We do not sell your personal information for any reason.

4. **Use of the Site.** Dentures Today, and its authorized agents, contractors and licensees, may collect certain information that cannot be readily used to identify you, such as the IP address of your computer. We may also observe activities and preferences relating to your use of the Site. We may use this information for (i) research and development to better manage the content of the Site, (ii) customer and account administration, (iii) to facilitate our customers' use of the Site, (iv) to track usage of the Site, (v) to address security hazards, and (vi) to help our marketing efforts. We may also use this information to research potential partnership opportunities with third-parties to create new products and Services that we believe may benefit our customers.
5. **Our Security Practices.** We take the security of your personal information seriously and strive to take all necessary precautions to protect it. Access to customers' personal information is restricted to authorized employees for Dentures Today's business purposes only, as set forth in this Privacy Policy. While we have security measures in place to try to protect against the loss, destruction, misuse and unauthorized disclosure of customers' personal information, please be advised that no method of transmission over the internet, or other method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.
6. **What Are Cookies and How Does This Site Use Them.** We may use cookies to collect or log certain information. Cookies are small text files stored on computer hard drives and are regularly used to analyze individual website activity. Cookies allow web applications to recognize and respond to your individual preferences by collecting and remembering information about your visit to a website. We may use cookies to personalize your experience, analyze site usage, and offer tailored promotions. The cookies will not contain personal information that will enable anyone to contact our customers via telephone, email or other means. This information will only be used by Dentures Today for marketing and other business purposes and will not be shared with any third-party, except as described in this policy. If you are uncomfortable with the use of cookies, you can turn them off in your browser. However, if you have set your browser to refuse cookies, it may affect your full usability of the Site.
7. **Links to Third-Party Sites.** Our Site may contain links to third-party sites as a convenience, including to some that display Dentures Today's branding or logos but which are maintained by third-parties. Dentures Today is not responsible for, and cannot control, the privacy or policies of these other sites, and inclusion of a link does not mean we endorse the company or any information you may receive. We encourage you to read the privacy and information collection practices for other sites, as they may differ from ours. This Privacy Policy applies solely to information collected by Dentures Today.
8. **Social Media.** Our customers are active in many different social media communities, both offline and online, including but not limited to Facebook, Pinterest, Twitter, Instagram, Tumblr, YouTube or Google+ accounts ("Social Media Accounts"). If you are a user of Social Media Accounts and you have public account settings, we may collect information regarding any of our content you elect to share through your Social Media Account. If you do not want your information to be available to us, you should manage the privacy settings of your Social Media Accounts. Our obligations under this Privacy Policy do not apply to any information that you disclose or share publicly through Social Media Accounts. If your account on the Site is connected with a Social Media Account, certain information from your Social Media account may be shared with us, including information that's part of your profile

or your contacts' profiles. This information may include your photo, name, email address, birthday, interests or other content you can see when you access profiles on the Social Media Accounts. If you disclose any personal information relating to other people to us in connection with the Services, you represent that you have the authority to do so and permit us to use the information in accordance with the terms of this Privacy Policy.

- 9. Contact Preferences and Accessing Your Personal Information.** You have choices when it comes to how Dentures Today uses your personal information. When you register online with us, purchase products or Services from the Site, or otherwise provide your email address and other contact information to us, you are automatically signed up to receive information about merchandise, Services and special promotional offers from us by email or other means. However, we provide you the opportunity to request to stop receiving electronic communications from us by withdrawing your consent. If you do not wish to receive product marketing information, please contact us by email or direct mail to unsubscribe at info@denturestoday.com or Dentures Today, Inc., 4440 PGA Blvd., Suite 600, Palm Beach Gardens, FL 33410. This withdrawal of consent does not apply to necessary communications in connection with our Services or products.
- 10. This Privacy Policy Applies to U.S. Customers.** Our Site is hosted in the United States and is intended for U.S. visitors only. This Privacy Policy applies to residents of the United States. Parts of this Privacy Policy may not apply to visitors outside the United States. If you are a non-U.S. visitor to the Site, by visiting our Site and providing us with data, you consent that your personal information may be processed, stored and/or used in the United States for the purposes identified in this policy. By using this Site and providing us with your data, you agree to such processing, storage and use of your personal information.
- 11. Mergers, Acquisitions and Bankruptcy.** Any information we collect, including personal information, may be disclosed as part of any purchase, reorganization, merger, acquisition, debt financing, sale of company assets, or similar transaction, as well as in the event of bankruptcy. It is Dentures Today's practice to obtain appropriate confidentiality protections for information disclosed in these types of transactions.
- 12. The Site is Not for Use by Children.** Dentures Today wants to protect the privacy of children. Dentures Today does not intend to collection any information from children under the age of 18, unless that information is provided by a parent or guardian. Parents and guardians should monitor the use of the Site by minor children, and children under age 18 should not use the Site at all. If a child under age 18 submits information through any part of the Site, and Dentures Today becomes aware that the person submitting the information is under age 18, we will attempt to delete the information as soon as possible.
- 13. Our Privacy Policy Will Change Over Time.** Because we continue to develop the Site and take advantage of technologies to improve the Services we provide, we may update or modify this Privacy Policy from time to time, and we reserve the right to change our privacy policy at any time. Any changes to this Privacy Policy take effect immediately after being posted or otherwise provided by Dentures Today. We encourage you to periodically refer to this Privacy Policy to stay informed of our most current privacy policy practices. Your continued access and use of the Site will constitute your acceptance of any changes or revisions to our Privacy Policy.