

## PRIVACY POLICY

Effective as of June 13, 2008.

Private Dental Network, LLC (“PDN” “we,” or “us”) understands your (“you” or “your”) concerns about privacy. We are committed to protecting the integrity and security of your personal information. To that end, we have created this Privacy Policy to provide you with notice of what information we collect on this website and how such information may be used.

### Your information and how our website makes use of it

Our website may collect up to two kinds of information: personal (such as your name and e-mail address) and aggregate information (such as the number of users who log on to the website on a daily basis). As a general policy, no personally identifiable information is automatically collected from your visit to our website. However, if you choose to subscribe to PDN’s services, or participate in any promotion or interactive activities offered on the website, you may be asked to provide us with some specific information about yourself and/or your business. Such information may include financial and billing information, contact information (such as your name and e-mail or mailing address, phone number), and demographic information (such as your age and gender). The personal information you submit will be used to carry out your requests, respond to your inquiries and to contact you as needed. Your personal information may also be used by us and any parent, subsidiaries, affiliates, joint venturers, sponsors and/or partners (“Affiliated Third Parties”) to provide you with additional products and/or services. You may always direct us by opting-out at the point where we ask for your personal information not to share your or use your personal information to provide you with additional products and services. We will not share your personal information with entities that are not Affiliated Third Parties unless you give us express permission to do so (by opting-in at the point where we ask for your personal information).

From time to time, we may collect general statistical or aggregate information. Such information can include the type of browsers being used (e.g., Internet Explorer, Firefox), the operating system you are using (e.g. Windows XP, Mac OS), and the number of users that visit a specific page on the website and the character and duration of such visits. This information may be used to help analyze website traffic and improve our services. At no point, however, will the aggregated information personally identify you.

We reserve the right to disclose any personal or aggregate information if required to do so by law, including compliance with legal process served on PDN, or if we believe that such action is necessary in order to (a) to protect or defend the legal rights or property of PDN, the website, or its users; or (b) in an emergency to protect the health and safety of the website's users or the general public.

### Cookies

Cookies are small text files from a website that are stored on your hard drive. Cookies make using our website more convenient by saving your passwords and preferences for you. We may utilize session and/or permanent cookies. A session cookie is a temporary cookie that is sent to your browser when you log onto the website and deleted from your browser once you exit your browser or after some period of inactivity in your browser. We may transmit permanent cookies to your hard drive for use in identification and customization of our services. Information from cookies may be analyzed and matched with the information provided by you. We will not disclose any personal information, except as provided in this Privacy Policy. If you would like the option of deciding whether or not to accept a cookie, you can set your browser to notify you when a cookie is being sent to your hard drive. You may also delete a cookie manually from your hard drive. Please note, however, that some parts of this website will not function properly or will be considerably slower if you refuse to accept a cookie or choose to disable your cookies setting. For example, without cookies, you will not be able to set personalized preferences or you may encounter difficulties in providing subscriber information or when entering promotions.

### Promotions

We may, from time to time, participate with other businesses to provide special promotions for our users. If any organizers, businesses or co-sponsors request that you disclose certain information in order to register for or participate in such promotions, you can choose not to register or not to participate. Please note that we may share your personal information with such organizers, businesses or co-sponsors.

### Third Party Links

PDN may provide links to websites and other content of third parties as a service to those interested in this information. PDN does not monitor, approve, or have any control over any third party content, third party websites, or links to PDN emanating from third party websites. PDN does not endorse or adopt any third party content and makes no guarantee as to its accuracy or completeness. PDN does not represent or warrant the accuracy of any information contained therein, and undertakes no responsibility to update or review any third party content. All users agree that use of these links and third party content contained therein is at your own risk.

### Children's Privacy Policy

Our website does not knowingly market or collect information from children under 13. If you are under 13, please do not provide any personal information to us.

### Security Procedures

Protecting the security of all personally identifiable information associated with our users is of utmost concern to us. We exercise great care in providing secure transmission of your information from your computer or other Internet accessible device to our servers.

Once we receive your transmission, we will take reasonable precautions to ensure its security on our systems. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while PDN strives to protect its users' personal information and privacy, we cannot guarantee or warrant the security of any information you disclose or transmit to us online and cannot be responsible for the theft, destruction, or inadvertent disclosure of your personal information.

#### Transfer of Assets

As we continue to develop our business, we may sell or purchase assets. If another entity acquires us or all or substantially all of our assets, personally identifying information, aggregated information, and any other information that we have collected from you would be transferred to such entity as part of our business assets. Also, if any bankruptcy or reorganization proceeding is brought by or against us, all such information may be considered one of our assets and may be sold or transferred to third parties.

#### Website Operator

This website is operated by PDN.

#### Questions

If you have any questions about this privacy policy or any matter pertaining to the use of your personal information on this website, or if you would like to review or change the personal information you have provided to us, please send an e-mail to \_\_\_\_\_ and we will use reasonable efforts to comply with your request.

#### Consent

By your use of our website, you consent to the use of your personal information as expressed in this privacy policy. If you do not agree to this Policy, please do not use the website. We reserve the right to amend this privacy policy at any time, with any such change in the policy effective immediately on the posting of the revised policy on this website so please visit this page often to review the then current policy.