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## Privacy Policy

This Website is administered by DentRx Technologies. As part of the normal operation of our company and site we collect and disclose information about you. This Privacy Statement describes the information we collect about you and what may happen to that information.

### Information We Collect

To match you with a dentist, either by telephone or via our online find-a-dentist pages, we require you to provide us with your full name, contact information such as address, telephone number and e-mail address (“personally identifiable information”), and dental need. In the course of using our service and/or Website, we automatically track certain information about you. This information includes what browser you are using, and your IP address. Most sites automatically collect this information.

In addition, we use cookies on certain pages of our site. Cookies are stored on your hard drive, not on our site. You are always free to decline our cookies if your browser permits, although in that case you may be required to re-enter certain information more frequently during a visit to our site.

### Our Use of Your Information

We use the information you provide to return to you a list of member dentists from which you may choose your new dentist. Additionally, we use personally identifiable information about you internally to improve our marketing and promotional efforts, to statistically analyze site usage, to improve our content and product offerings and to customize our site's content and layout. We believe these uses allow us to improve our site and better tailor it to meet your needs.

If you send personal correspondence to us, such as an e-mail, letter or survey, we may collect such information into a file specific to you. All correspondences provided to us or if contained within a customer survey, are deemed the property of DentRx Technologies. upon receipt. Correspondences submitted to DentRx Technologies. may be used in whole or in part, without restriction, and in any medium, by DentRx Technologies. in its sole and absolute discretion for any purpose, including marketing, advertising, and educational purposes.

### Our Disclosure of Your Information

We reserve the right to use and to disclose to third parties all of the information that we collect from you over the telephone or online, in any way and for any purpose. Once you have selected a new dentist, either by telephone or through the use of our Website, we will share your personally identifiable information with your dentist. If you request to be matched with a dentist for a specific dental product or brand, we may share your personally identifiable information with the company manufacturing the product. In addition, DentRx Technologies. cooperates with all law enforcement inquiries. Therefore, local, state and federal law enforcement can request your name, street address, city, state, zip code, phone number, and e-mail address. Due to the existing regulatory environment, we may be forced to disclose information to the government or third parties under certain circumstances, or third parties may unlawfully intercept or access transmissions or private communications. Further, we can disclose any information about you to law enforcement or other government officials as we, in our sole discretion, believe necessary or appropriate. Therefore, although we use industry-standard practices to protect your privacy, we do not promise, and you should not expect, that your personally identifiable information or private communications will remain private.

### Your Privacy Rights

Our consumers can request and obtain from us once a year, free of charge, information about the personally identifiable information (if any) we disclosed to third parties for direct marketing purposes in the preceding calendar year.

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If applicable, this information would include a list of the categories of personally identifiable information that was shared and the names and addresses of all third parties with which we shared such information in the immediately preceding calendar year. If you would like to request this information, please submit your request in writing to:  
Technology Officer – Privacy Statement

DentRx Technologies  
P.O. 4668  
New York, NY 10163-4668

### **Changes to Privacy Statement**

The terms of this Privacy Statement will govern the use of any information collected while it is in place. DentRx Technologies. reserves the right to change this Privacy Statement at any time, so please re-visit this page as often as you wish. In case of any material change, we will change the "Last Updated" date in this Privacy Statement. Changes to this Privacy Statement are effective as of the stated "Last Updated" date and your continued use of this site on or after the "Last Updated" date will constitute acceptance of, and agreement to be bound by, those changes.

### **Security**

DentRx Technologies. uses industry-standard efforts to safeguard the confidentiality of your personally identifiable information, such as firewalls and Secure Socket Layers.

However, "perfect security" does not exist on the Internet.

Questions regarding this statement should be directed to:

[support@maxdentplan.com](mailto:support@maxdentplan.com)