

Your Privacy

Your privacy is important to us. This Privacy Policy explains how personal information is collected, used and disclosed in connection with this website. It does not apply to personal information collected offline, such as when you visit or contact one of our dental offices. For more information about our offline practices, contact your local office and ask for a copy of our Privacy and Anti-Spam Code. By visiting our website, you consent to the collection, use and disclosure of your personal information as described in this policy.

Collection and Use of Personal Information

In order to use certain features of our website, you may be required to provide personal information. For example, when you use our online payment system to pay your dental invoice, you will need to provide your invoice number, payment amount and payment information (such as credit card information). If you have an account with us, we may also ask for your user name and password. We use this information to process your payment. If you choose to use our chat feature, or request a virtual consultation, we may collect your name, contact information and information relating to your specific question or concern (which may include health information). We use this information to respond to your request. We may also collect other information with your consent or as permitted or required by law.

Information We Collect Automatically

We use web server logs to collect information such as the IP address associated with the computer or device you used to access our website, the dates and times of access, how long you stayed on a certain page, the type of operating system your computer or device has, the search term you entered or link you clicked to bring you to our website, and the website you went to when you left our website. This information is used to analyze trends, administer our website, track user movements, and gather demographic information for internal use such as statistical assessments, website improvement and improving user experience.

We also use cookies to remember information about your activities and preferences on our website. We use this information to make your visits more enjoyable and valuable to you by providing a customized experience and recognizing your preferences when you visit our website. Cookies are small bits of information that are placed on the hard drive of your computer. You may configure your browser settings to block cookies or to notify you when a cookie is set. If you've chosen to block cookies, some of the functionality of our website may be lost.

Aggregate Data

We may use personal information to create aggregate data that does not identify any specific individual. We may use and share aggregate data to better understand our overall user base and for other purposes in our sole discretion.

When We Share Personal Information

We may transfer personal information to third party service providers who provide services on our behalf, such as email service providers and payment processors. We, our Affiliate and service providers may process your personal information outside of Canada. While outside of Canada your personal information may be accessible by foreign government and national security authorities in certain circumstances.

We may use and disclose personal information in connection with the proposed or actual financing, securitization, insuring, sale, assignment or other disposal of all or part of our business or assets, for the purposes of evaluating and/or performing the proposed transaction. Our successors and assigns may use and disclose your personal information for similar purposes as those described in this Privacy Policy.

We may also disclose personal information for other purposes where permitted or required by law, for example, pursuant to a subpoena or court order, or to protect or legitimate interests.

Google AdSense and the DoubleClick DART Cookie

Google, as a third party advertisement vendor, may use cookies to serve ads on this website. The use of DART cookies by Google enables them to serve adverts to visitors that are based on their visits to this website, including past visits, as well as other websites on the internet.

To opt out of the DART cookies you may visit the Google ad and content network privacy policy at the following url: http://www.google.com/privacy_ads.html Tracking of users through the DART cookie mechanisms are subject to Google's own privacy policies.

Other Third Party ad servers or ad networks may also use cookies to track users activities on this website to measure advertisement effectiveness and other reasons that will be provided in their own privacy policies, our website has no access or control over these cookies that may be used by third party advertisers. However, you can opt out of some, though likely not all, of these cookies.

Links to Third Party Websites

We may have included links on this website to third party sites, including third party social media sites, for your use and reference. These third party sites are not subject to this Privacy Policy. We are not responsible for, and have no control over, the personal information handling practices of these websites.

Consent

By visiting the website or providing personal information, you consent to the collect, use and disclosure of your personal information as described in this Privacy Policy. You may withdraw your consent to our collection, use and disclosure of personal information at any time, subject to contractual and legal restrictions and reasonable notice. However, if you withdraw your consent to certain uses or disclosures of your personal information, we may not be able to provide certain products, features or services.

Safeguards

We take reasonable steps to protect your personal information using physical, electronic or procedural security measures appropriate to the sensitivity of the information in our custody or control, which may include safeguards to protect against loss or theft, as well as unauthorized access, disclosure, copying, use or modification. However, you should be aware that no security system is perfect and we cannot promise that information about you will remain secure in all circumstances.

Changes to this Privacy Policy

This Privacy Policy may be revised from time to time. We recommend that you review this Privacy Policy frequently to obtain the current version. Your continued provision of personal information or use of our website following any changes to this Privacy Policy constitutes your acceptance of any such changes