

Privacy Policy

DENTSPLY Implants, as the owner of the Products Ordering System, recognizes the importance of protecting your privacy and our policy is designed to assist you in understanding how your personal information is collected, stored, used, protected and safeguarded by DENTSPLY Implants. The Products Order can either be fully completed online by using the Software, or can be completed as an offline version.

In the event of any conflict between the English and other language versions of this Privacy Policy, the English version shall prevail.

1. SCOPE OF THE POLICY AND WHO THE DATA CONTROLLER IS

This Privacy Policy ("Privacy Policy") between you (the "User") and DENTSPLY Implants applies to your use of the Product Ordering System for purchasing the Simplant products and the Atlantis products, including any related products and services available through the Product Ordering System (collectively the "Service").

The part of the ordering system providing Simplant services, is operated by DENTSPLY Implants NV, Research Campus 10, 3500 Hasselt, Belgium whom thus is the Data Controller ("Simplant Data Controller"), and the part of the ordering system providing Atlantis services, is operated by DENTSPLY IH AB, P.O. Box 14, 431 21 Mölndal, Sweden whom thus is the data controller for those services (the "Atlantis Data Controller"). The Simplant Data Controller and the Atlantis Data Controller is collectively referred to as DENTSPLY Implants throughout this Privacy Policy.

2. LEGAL GROUND FOR PROCESSING

The legal ground for processing personal data including special categories of personal data within the Service is consent. By clicking the "I have read and accept" checkbox and completing the registration process, you, in your capacity to represent your company and/or the patients that you are using the Services for, agree on the terms and conditions of this Privacy Policy.

If you enter special categories of data/sensitive data, such as health data, into the Service, you hereby ensure that you have obtained all relevant approvals from such person that legitimizes such processing of their health data.

If you do not agree to be bound by the terms and conditions of this Privacy Policy, do not check the "I have read and accept" checkbox and do not use or access the Service. You have the right to at any time withdraw your consent and if so, please contact DENTSPLY Implants (contact information below). Furthermore, you may always opt out of receiving information about our products and services.

3. INFORMATION COLLECTED

3.1 PERSONAL DATA

DENTSPLY Implants collect personal data from visitors to the Service through the use of on-line forms and every time you e-mail us your details. We also collect information about the transactions you undertake including details of payment cards used.

When you register and create your customer account in the Service you will be asked to submit personal data about yourself such as your name, billing address, phone number and e-mail address which is then retained by us. We may also collect personal data from you when you correspond with us, for example when you send us e-mail messages, letters or otherwise make inquiries about the services.

3.2 SPECIAL CATEGORIES OF DATA/ SENSITIVE DATA

DENTSPLY Implants requests that you refrain from submitting any special categories of data such as patient and health data when using the Service. Patient data is e.g. any information relating to an individual's medical condition or care from which any individual can be identified, including but not limited to, a patient's personal identification number. We however acknowledge that there under certain circumstances is necessary for you to enter patient id, reference number, and patient name on the CB data scan files and on the prescription that you submit into the system to serve as proof that what we deliver to the dentist (planning file and guide) corresponds to the data that was delivered by you. In such circumstances, DENTSPLY Implants will treat the data with highest caution and in accordance with applicable data protection legislation.

3.3 NON-PERSONALLY IDENTIFIABLE INFORMATION

When you visit the Service we may also gather certain non-personally identifiable information regarding the means you use to access the Service. This information may include the type and version of your browser, your service provider and any search engine you may have used to locate the Service. In addition, DENTSPLY Implants gathers certain navigational information about where you go in the Service. DENTSPLY Implants will make reasonable efforts to avoid excessive or irrelevant collection of data.

4. HOW THE PERSONAL DATA WILL BE USED/ PURPOSE FOR PROCESSING

DENTSPLY Implants processes personal data for the

purpose of operating and improving the Service and thereby connected services, provide and personalize our services, deal with your inquiries and requests, deliver products, administer orders and accounts, provide customer services, administer customer records, allow you to participate in interactive features in the Service, send you newsletters and information about products, services and promotions, and to communicate with you.

DENTSPLY Implants uses the non-personally identifiable information to help diagnose problems with our server, administer the Service, and compile broad statistical data. The navigational information collected enables us to determine which areas of the Service are most frequently visited and helps us to tailor the Service to the needs and interests of our online visitors. In addition, this tracking data may be used to tailor information presented to you in our Service based on your previous use of the Service and your interests in particular topics.

When you provide your personal data to us, you accept that we will retain it and it may be held by us or any third party that processes it on our behalf for the purposes of providing the services or information which you have requested. Your personal data will be stored by us for as long as is necessary in order to fully be able to comply with all of DENTSPLY Implants obligations and commitments towards you. Once our commitments towards you have ended, your personal data will be deleted.

5. DISCLOSURE OF PERSONAL DATA

DENTSPLY Implants will not share, transfer or otherwise disclose your personal data to anyone without your consent other than to provide the service or information that you have requested, or as required by law or for regulatory purpose. Your personal data will be transferred to a third party located in the US which will store and process your personal data in order for DENTSPLY Implants to provide the Service. DENTSPLY Implants has entered into adequate agreements with its data processors that ensures that they have adopted adequate organizational and IT security measures to protect the personal data from unauthorized access. You acknowledge and agree that DENTSPLY Implants may use and disclose your personal data if it determines that it is reasonably necessary to comply with applicable laws and regulations, or to bring legal action against someone who may be causing injury or interference with (either intentionally or unintentionally) our rights and property, other users of the Service or anyone else who could be harmed by such activities.

DENTSPLY Implants maintains a strict "no-spam" policy, and subscribers to our email services or any other feature/ service found in the Service will not receive unsolicited email messages from DENTSPLY Implants.

6. EXTERNAL LINKS

The Service may contain links to other websites. DENTSPLY Implants is not responsible for the privacy practices or the content of such websites. To help ensure the protection of your privacy, DENTSPLY Implants recommends that you review the privacy policy of any website you visit via a link from the site.

7. CHANGES TO THE PRIVACY POLICY

We may at any time in our sole discretion revise or update this privacy policy by updating this posting. All changes are effective immediately when they are posted and apply to all access to and use of the Service thereafter. Your continued use of the Service following the posting of revised privacy policy means that you accept and agree to the changes. You are expected to check this page from time to time so you are aware of any changes, as they are binding.

8. USE OF COOKIES

DENTSPLY Implants may use a browser feature known as a "cookie." Cookies are small files placed on your hard drive that assist DENTSPLY Implants in providing you with a customized browsing experience. DENTSPLY Implants uses cookies to provide you with the convenience of not having to re-enter information, such as user IDs and passwords, multiple times during your visits to the Service. Cookies can also be utilized to help DENTSPLY Implants provide you with information targeted to your interests, based upon your prior browsing in the Service. The "help" section of the toolbar on most browsers will inform you on how to prevent your browser from accepting new cookies, how to have the browser notify you upon the receipt of a new cookie, or how to disable the use of cookies completely. As the Service has been designed to take advantage of the use of cookies, should you configure your browser to decline their use, certain features of the Service may not function correctly and you may be required to re-enter any user IDs and passwords more frequently.

9. INTERNET BASED TRANSFERS

The Internet is a global environment and using the Internet to collect and process personal data necessarily involves transmission of data on an international basis. Therefore, by using the Service, and communicating electronically with us, you acknowledge and agree to our processing of personal data in this way. We will however endeavor to protect your personal data collected through the Service in accordance with strict data protection standards.

10. ACCESSING, RECTIFYING AND UPDATING PERSONAL DATA

DENTSPLY Implants supports and respects the individual's right to protect their privacy. Accordingly, you have the right to access, rectify, erase and update the personal data that you have submitted or that we hold about you. To obtain a copy of, rectify, erase or update your personal data please contact us at the address set out below.

11. CONTACT

If you have questions or concerns around this privacy policy or the processing of your personal data held by DENTSPLY Implants, you may contact:

- The Simplant Data Controller for purchases or services relating to Simplant products at the following address: DENTSPLY Implants NV, Research Campus 10, 3500 Hasselt, Belgium, simplant-info@dentsplysirona.com
- The Atlantis Data Controller for purchases or services relating to the Atlantis products at the following address: DENTSPLY IH AB, Att: Personuppgiftsombudet, Dentsply IH P.O. Box 14, 431 21 Mölndal, Sweden.