

Cumulus Dental Inc. Privacy Policy

Cumulus Dental Inc. (“**CDI**”) has created this privacy policy (“**Privacy Policy**”) in order to set out how we collect, use, and disclose personal information, including through our voice-activated dental charting software platform (“**SmartChart**”) that allows our registered clients (“**Clients**”) to transcribe and manage dental records and present information to patients.

The privacy of our users is of great importance to us. By visiting our website located at www.cumulusdental.ca/ and www.cumulusdental.com (the “**Website**”) or using SmartChart or related services in any manner (collectively, the “**Services**”), you acknowledge that you accept the practices and policies outlined in this Privacy Policy and you hereby consent to the collection, use and disclosure of your personal information in accordance with this Privacy Policy.

1. WHAT DOES THIS PRIVACY POLICY COVER?

This Privacy Policy covers our collection, use and disclosure of information about identifiable individuals (“**Personal Information**”). This Privacy Policy does not apply to the practices of companies that we do not own or control, including those of our Clients.

Except as described in Section 2.4 below, CDI does not access or collect any patient information inputted into SmartChart by our Clients. Clients are responsible for their own privacy practices when using SmartChart.

2. COLLECTION AND USE OF PERSONAL INFORMATION AND OTHER DATA

2.1. CDI Account Information

In order to use SmartChart, users must have a valid CDI account to log into SmartChart (“**Account**”). When a user registers for SmartChart, CDI collects the user’s first and last name, email address, and phone number, in order to uniquely identify you as a user, authenticate your Account access, and provide Clients with access to SmartChart. CDI also uses the email address and phone number to communicate with the user regarding Client requests, product information and support matters.

2.2. Website Data

CDI may also collect certain information from users of the Website through web forms that collect your first name, last name, email address, phone number, and company name, and may also collect Internet addresses, time spent logged into the website, and other usage data (“**Website Data**”). This information is logged to respond to user queries, provide ongoing email updates, and to constantly improve the quality of the Services.

The Website uses technologies such as cookies, beacons, scripts, and tags. These technologies may be used for analyzing trends, administering the website, tracking users’ movements around the website, and gathering demographic information about our user base as a whole. Various

browsers may offer their own management tools for removing these types of tracking technologies.

2.3. SmartChart User Data

SmartChart tracks certain information about usage of the software, including the entry of patient information, clinical notes, treatment plans, dental conditions, medical histories, and approving clinical records (“**SmartChart User Data**”). This data is tracked for the Client’s internal software usage only. We do not access SmartChart User Data or patient information other than with the Client’s consent for the purpose of software maintenance and troubleshooting only.

2.4. SmartChart Patient Data

SmartChart allows Clients to collect information to identify patients and record their dental conditions and treatment (the “**SmartChart Patient Data**”). SmartChart uniquely identifies patients by the information entered by a Client, including photo, honorific, first name, last name, nickname, date of birth, gender, mailing address, email address, home and work phone number, and insurance provider. Information on patient dental conditions, clinical information, medical history, treatment plans, and clinical notes are also recorded. SmartChart Patient Data is only accessible to our Clients’ authorized users with privileges to view or manage the information, and may be used by the Client in the operation of its business and delivery of its services. SmartChart Patient Data is only viewed by CDI while aiding in software support services to the Client. CDI does not access SmartChart Patient Data other than with Client consent for the purpose of software maintenance and troubleshooting only.

2.5. Storage and Remote Back-Up Services

All SmartChart User Data and SmartChart Patient Data is stored locally on Client computers and servers.

If Client has purchased the optional data back-up services from CDI, CDI will periodically back up SmartChart User Data and SmartChart Patient Data to CDI’s cloud services provider (“**Remote Back-Up Services**”). CDI has no access to this data other than with consent of the Client for the purpose of Client support activities, including but not limited to ensuring the Services are operating properly and aiding Clients in the restoration of data. All data transferred and processed using the Remote Back-Up Services is encrypted in transit and at rest.

3. STORAGE LOCATION AND TRANSFER OF PERSONAL INFORMATION

CDI stores its Website Data, including Personal Information, on servers located in Canada and the United States, and, where applicable, its remote back-up SmartChart User Data and SmartChart Patient Data on servers located in Canada. By submitting information, you agree to this transfer, storing or processing of your Personal Information in Canada. You acknowledge and agree that your Personal Information may be accessible to law enforcement and governmental agencies in those countries under lawful access regimes or court order.

4. DISCLOSURE OF PERSONAL INFORMATION WITH THIRD PARTIES

4.1. Service Providers and Business Partners

We may from time to time employ other companies and people to perform tasks on our behalf and need to share Client Personal Information with them to provide the SmartChart platform and related Services. Unless we tell you differently, such third parties do not have any right to use the Personal Information we share with them beyond what is necessary to assist us. This includes third party companies and individuals employed by us to facilitate our Services, including the provision of software licensing, maintenance services, database management, Web analytics and general improvement of the SmartChart platform and related Services.

4.2. Business Transfers

If we (or substantially all of our assets) are acquired, or if we go out of business, enter bankruptcy, or go through some other change of control, Personal Information may be made available or otherwise transferred to the new controlling entity, where permitted under applicable law.

4.3. With Your Consent

If we need to use or disclose any Personal Information in a way not identified in this Privacy Policy, we will notify you and/or obtain your express consent as required under applicable privacy laws.

5. RETENTION

We will keep your Personal Information for as long as it remains necessary for the identified purpose or as required by law, which may extend beyond the termination of our relationship with you. We may retain certain data as necessary to prevent fraud or future abuse, or for legitimate business purposes, such as analysis of aggregated, non-personally-identifiable data, account recovery, or if required by law. All retained Personal Information will remain subject to the terms of this Privacy Policy.

6. ACCESS, CORRECTION AND ACCURACY

You have the right to access the Personal Information we hold about you in order to verify the Personal Information we have collected in respect to you and to have a general account of our uses of that information. Upon receipt of your written request, we will provide you with a copy of your Personal Information, although in certain limited circumstances, and as permitted under law, we may not be able to make all relevant information available to you, such as where that information also pertains to another user. In such circumstances we will provide reasons for the denial to you upon request. We will endeavor to deal with all requests for access and modifications in a timely manner.

We will make every reasonable effort to keep your Personal Information accurate and up to date, and we will provide you with mechanisms to update, correct, delete or add to your Personal Information as appropriate. As appropriate, this amended Personal Information will be transmitted to those parties to which we are permitted to disclose your information. Having accurate Personal Information about you enables us to give you the best possible service.

7. CHANGES TO THIS PRIVACY POLICY

We may amend this Privacy Policy from time to time. Use of Personal Information we collect is subject to the Privacy Policy in effect at the time such information is collected, used or disclosed. If we make material changes or changes in the way we use Personal Information, we will notify you by posting an announcement on our Website or sending you an email prior to the change becoming effective. You are bound by any changes to the Privacy Policy when you use the Website after such changes have been first posted.

8. ADDITIONAL INFORMATION

Questions regarding this Privacy Policy or CDI's privacy practices should be directed to contact@cumulusdental.com Subject: Privacy [

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