

## **Markham Dental Hygiene & Wellness**

### **Privacy Policy**

This page states the Privacy Policy under which you, the Web Site visitor ("You" or "Your" or "Yourself") may use or correspond with this Web site ("Our Site"), which is owned by CDH Inc. ("We" or "Us" or "Our").

We respect Your privacy interests and operate this site by these principles. We have taken reasonable steps to protect the integrity and confidentiality of personally identifiable information that You may provide. Please read the following policy to understand how your personal information will be treated as you make full use of our Web site. This policy may change from time to time so please check back periodically.

#### **Voluntary Submission of Information**

You may use our Web site without disclosing personally identifiable information, and We will not obtain such information about You unless You choose to submit it to us. Any information You submit will be used internally only; however, submission of information authorizes such internal use by Us and Our employees. In particular, please note that submission of an e-mail authorizes Us to contact You via e-mail.

#### **The Information We Collect**

We collect some personal information when You initially message us about Your situation and need for Our services. We may ask for Your name, e-mail address, subject and message. The more information You share with us (and the more accurate it is), the better We are able to enhance and customize Your experience on Our Site.

In addition to the former information, We may ask You for personal information at other times when You respond to a survey or purchase information from either directly to You or from Our Web site. For example, when You make a message Us through our online messaging system, We collect several items of personal information, including Your email address, Your name, and any other information necessary to understand your dental and wellness situation and needs.

Wherever We collect personal information, We make an effort to include a link to this Privacy Policy on that page.

#### **Cookies**

Please note that We use "cookies," which are small files stored on Your computer's hard drive that are used to track certain information. These cookies enable Us to track and target the interests of Our users to enhance their experience on Our site. For example, cookies usually allow Your browser to remember which pages You have visited and help Us to know how much traffic Our pages receive. This process does not reveal any personal information about the person viewing the page (such as Your name or Your email address) unless the person has previously given such information. If You find cookies objectionable, please consult Your browser's documentation for information on how to block or erase cookies. Some Web sites that have links on Our site may also use their own cookies.

**Log Files**

In addition, Our Web server collects and saves the default information customarily logged by World Wide Web server software. Our logs contain the following information for each request: date, time, originating IP address and domain name, object requested, and completion status of the request. We use these logs to help improve Our service by evaluating the level of demand for Our site and detecting any errors on the site that might occur. These logs may be kept for an indefinite length of time and used at any time and in any way necessary to prevent security breaches and protect the integrity of the data on Our servers.

**Use of Collected Information**

Any information We gather, whether submitted voluntarily or collected automatically, will be used for Our and Our affiliated companies' internal purposes only. It is Our policy not to disclose or to sell any user information to third parties. We retain the right to disclose collected information if required to do so by law or if acting on a good faith belief that such disclosure is necessary to protect Our rights or property or to respond to an emergency situation.

Our primary goal in collecting personal information is to provide You with a customized experience on Our Web Site. The information We collect (including information contained in Your cookie) may be used to provide such capabilities as personalization services, interactive communications, online shopping, and personalized communication between You and Us. We may also use the information to measure certain traffic patterns, to track visits to and business conducted at Our online store, to notify Our visitors about updates to Our Web Site, to contact You for marketing purposes, to contact You on behalf of third parties and deliver targeted information that may be of interest to You. We may occasionally contact You with information regarding special events We may produce.

We do not sell, rent, or trade Your personal information with others. However, when one or more of Our business partners co-sponsor a service, promotion and/or contest, We may share some or all of the information collected with said partner(s).

In addition, when You make a purchase through Our online store, or sign up to receive promotional items from us, We may share some of Your personal information with third parties helping us to complete Your transaction or send You the items You signed up to receive. When We share Your information with such third parties, We will work to ensure that only the information necessary to complete Your transaction is disclosed.

**Third Party Collection**

Some Web sites that have links on Our site may collect personally identifiable information about You when You access or utilize those links. We do not control the collection or use of such information, and the practices of those advertisers and Web sites are not covered by this Privacy Policy.

**Review, Update, and Deletion of Collected Information**

If You are concerned about the information You have provided to Us or would like to review, update, or delete this information, please e-mail Us at [info@markhamdentalhw.com](mailto:info@markhamdentalhw.com) . We will make reasonable efforts to comply with Your requests.

**Links**

Please see Our [Terms of Website Use](#) page.

**Security**

This site takes reasonable precautions to protect Our users' information. Please note, however, that electronic transmissions via the Internet are not necessarily secure from interception, and We do not guarantee the security or confidentiality of transmissions. We reserve the right to update or otherwise alter Our security practices if and when it seems appropriate to do so. As with Our Terms of Website Use, You should check Our Security provisions each time You visit Our site to identify and understand any changes made since Your previous visit.

**Notification of Changes**

If We decide to change Our approach to privacy, We will post those changes to this Privacy Policy so that users are always aware of what information We collect, how We use it, and under what circumstances We disclose it. Changes to the Privacy Policy will be dated, and will be effective from the date specified forward. As with Our Terms of Website Use, You should check Our Privacy Policy each time You visit Our site to identify and understand any changes made since Your previous visit.

**Your Consent**

By using Our Web site, You consent to the collection and use of Your personal information by us as outlined in this Privacy Policy and in compliance with any federal or provincial anti-spam legislations.

**Changes to Our Privacy Policy**

From time to time, We may change Our Privacy Policy. We will post those changes on this page so that Our customers will always be aware of what information We collect, how We use it, and under what circumstances We share the information with others.

**Contacting Us/Enforcement**

If You have any questions about this Privacy Policy, Our practices, or Your experience with Markhamdentalhw.com, please contact us at: [info@markhamdentalhw.com](mailto:info@markhamdentalhw.com).