



## Commitment to Your Privacy

### Privacy Policy

The **American Dental Institute** is committed to respecting your online privacy and recognizes your need for appropriate protection and management of any personally identifiable information ("Personal Information") you share with us.

Personal Information means any information that may be used to identify an individual, including, but not limited to, a first and last name, a home or other physical address and an email address or other contact information, whether at work or at home. In most cases, you can visit the **American Dental Institute** web pages without telling us who you are or revealing any personal information about yourself. We strive to comply with all applicable laws designed to protect your privacy.

#### TRACKING TECHNOLOGIES

The **American Dental Institute** utilizes "cookies" and other tracking technologies. A "cookie" is a small text file that may be used, for example, to collect information about web site activity. Some cookies and other technologies may serve to recall personal information previously indicated by a web user. Most browsers allow you to control cookies, including whether or not to accept them and how to remove them.

You may set most browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser.

Tracking technologies may record information such as internet domain and host names; internet protocol (IP) addresses; browser software and operating system types; click stream patterns; and dates and times that our site is accessed. Our use of cookies and other tracking technologies allows us to improve our web site and your web experience. We may also analyze information that does not contain personal information for trends and statistics.

The **American Dental Institute** uses both personal information and tracking technologies for the following general purposes: to customize the content you see, fulfill your requests for products and services, improve our services, contact you, conduct research, and provide anonymous reporting for internal and external clients.

#### CREATING A NEW ADI ACCOUNT ONLINE

Our site uses an online ordering form for you to purchase continuing education credits. We collect your contact information (e.g. email address) and financial information. Your contact information is used to contact you when order information is inaccurate or if services beneficial to you are available. ADI does NOT sell, rent or trade your email address to third parties.

Financial information that is collected is used to bill you for your continuing education credits. When you purchase a course, we will process and verify your credit card information. ADI does NOT retain credit card information. ADI does NOT sell, rent or trade your financial information.

#### CONFIDENTIALITY AND SECURITY

The **American Dental Institute** treats personal information in a confidential manner. Our employees are required to protect the confidentiality of personal information. Employees may access personal information only when there is an appropriate reason to do so, such as to administer or offer our products and services to you. We also maintain physical, electronic and procedural safeguards to protect personal information. These safeguards comply with applicable laws. Employees are required to comply with our established policies.