

RETAIN ORTHO, LLC PRIVACY POLICY

Retain Ortho, LLC (also referred to herein using “we,” “our,” and “us”) is committed to protecting your privacy. We therefore provide this Privacy Policy to disclose our information collection, utilization, and sharing practices for this website. This Privacy Policy applies to any website that includes, displays, attaches, references, or links to this Privacy Policy (each the “Site”). Unless explicitly provided herein, this Privacy Policy does not apply to the practices of companies that Retain Ortho, LLC does not own or control or to people that Retain Ortho, LLC does not employ or manage. When you use and access our Site, you agree and consent to both the Terms of Use and this Privacy Policy. If you do not agree and consent to these terms, do not access the Site. The information we receive from you depends on what you do when you use this Site. Except as described in this policy, we do not sell, rent, share or disclose the personally identifiable information gathered on our Site to or with any other organizations. We reserve the right to contact you regarding changes to this Privacy Policy and other matters relevant to the Site.

Please note that this Privacy Policy is distinct from a Notice of Privacy Practices, which you may have received from your dentist or orthodontist. A Notice of Privacy Practices is a special notice required by a federal privacy law known as “the HIPAA Privacy Rule.” In most cases, Retain Ortho, LLC is acting as a Business Associate of the dentist or orthodontist who invited you to subscribe to Retain Ortho, LLC and the information that you provides sends to us and that you provide directly to us is considered Protected Health Information or “PHI”. We will safeguard your PHI in accordance with all applicable state and federal law, the terms of our agreement with your dentist or orthodontist and your provider’s Notice of Privacy Practices.

TYPE AND USES OF INFORMATION WE COLLECT FROM YOU:

Personally Identifiable Information (“PII”) Some jurisdictions have expanded the common definition of PII to include things like internet protocol addresses, specific geolocation data, unique device identifiers, and other information that we may collect automatically, so you should review this Privacy Policy as a whole for a better understanding of our data collection, use, and sharing practices. At times, we may add forms or other options for you to communicate with us and provide us information about yourself. Unless otherwise indicated, the information we request is optional, but we may offer functionality on our Site that will not work properly without you providing the requested information, or you may not be able to obtain information we offer, such as requesting more information about our company and our products and services. We may also gather certain personal information that you provide to us to help us better serve you through providing you with what you request such as information regarding our products and services.

Typically, our “contact us” forms will request information such as your name, phone number, e-mail address, and other information you choose to provide to us in any spaces we provide where

you can type a message, but please do not include sensitive information about yourself or others including, without limitation, financial information, social security numbers, or other similar information. In all cases the personal information we collect through our Site is that which you provide in the various forms.

If we receive questions that are similar to your from other users, we may post the most frequently asked questions on our Site under a “FAQ” or similar section. The question we post may be similar to, or the same as, the question you submitted, but we will not identify you (or anyone else) as the questioner.

When you use the Site, we may also collect your precise location if that is needed for our Site’s functionality. You may also share with us various content, such as text, photos, or videos from your device.

In general, we may use your PII to administer the services offered through our Site and to send you information and advertising about us and our products and services. In addition, we may use your PII and information that you send to us for activities to monitor and maintain the quality of our products and services, improve our products and services, and to reach out to you for more information about any concerns that you express about our products and services.

INFORMATION AUTOMATICALLY COLLECTED:

Our Site may collect some information automatically. Some of the information we automatically collect is necessary for the proper functioning of the Site. All the information we gather helps us understand your preferences and how well our Site is functioning so we can continually improve your online experience with us. We may also use such information to improve our company and our products and services and provide you information and advertisements regarding those products and services.

Links, Embedded Content, and Buttons - We may keep track of how you interact with links across our Site, including our email notifications. The Site may contain links to other websites, content embedded in our Site that comes from or relates to other websites and services, and now or in the future we may use buttons from other websites and services such as social media websites like Facebook, Instagram, X (formerly Twitter), and YouTube, and these third-parties may use cookies or other tracking devices to collect and track information about you across the Internet. In general, you can identify these social media buttons and the companies they represent by their logos. We are not responsible for the privacy practices or the content of these other websites or their data collection practices. You should check the privacy policies of these other websites when providing personally identifiable information or to find out what other information they collect from users, whether while on their platform or website or in relation to links, buttons, or embedded media on our Site.

Information From Your Device - We may ourselves, or through our third party service providers, collect information about your device, such as operating system, IP address, and geolocation data, date and time of use, referring websites, the portions of our Site you visit and your activities on our Site such as what images, videos, or other imbedded media you view, as well as the amount of time spent in areas of our Site. Some of this information may be collected using cookies, as further explained below, or otherwise through using various analytic tools. This information is used for a variety of purposes to improve our Site and its content, including without limitation to gather broad demographic data, identify trends and statistics, help diagnose problems with our server, and to administer our Site and provide the Services. We may collect and share information between pages of our Site for the proper functioning of our Site. We may also use this information to improve our company and its products and services and to provide you with information and advertising regarding our products and services.

Cookies - Our Site may use “cookies” to provide information on your device. Cookies are pieces of data that a Site can use to be stored on your computer or other device. We may use both session and persistent cookies on our own or through our third party service providers as described below. Cookies may save your preferences while you are at our Site and we may use them to provide you with tailored information and tracking as you use our Site. Some Cookies may contain device-specific identifiers. Cookies help us, among other things, to determine which areas of our Site are popular by tracking hits to those areas, which may in turn allow us or our third party providers to provide you with targeted information or advertising regarding our products and services. The rejection or limitation of cookies by your device limit your ability to use the Site or inhibit its functionality.

Third-Party Service Providers - We may use a variety of third party services to help provide our services including the Site. These service providers may help us in developing and hosting our Site and to help us understand the use of our services, to provide information to us, and to provide you with information regarding our Site and our products and services. We also use third party payment processing services to collect and remit fees, but we do not collect information from such payment processors except to confirm payment. We may also collect or otherwise gather information related to you from these third party service providers. These third party service providers may collect, store, and share information as further dictated by the privacy policies of those third parties.

Additional general information regarding opt-out from interest-based advertising from companies belonging to the Network Advertising Initiative can be found here: [NAI Consumer Opt Out \(networkadvertising.org\)](https://www.networkadvertising.org/consumer/opt-out), information regarding opting out through the Digital Advertising Alliance can be found here: [WebChoices: Digital Advertising Alliance’s Consumer Choice Tool for Web US \(aboutads.info\)](https://www.aboutads.info/choices).

Combining of Information - Except as set forth in this Privacy Policy, we generally do not combine information about you that is collected on the Site with information that may be collected through means other than through the Site, except that we may take information you

provide to us in our various Site forms and combine it with information we have already collected about you and your interests in our products and services. We may, but are not required to, combine information related to you collected outside of the Site for user authentication, such as to verify your identity when you contact us or request information from us.

SHARING OF YOUR INFORMATION

We will not sell, rent or lease your information to others without your consent, except as provided in this Privacy Policy. In general, the information you provide will be used to provide the services offered through the Site including, without limitation, to fulfill any purchases you make, to support your relationship with us, to enhance and improve our Site, company, products, and services, and for advertising.

We may engage third party service providers, consultants, and independent contractors to perform functions and provide services for us including without limitation those third party service providers mentioned in this Privacy Policy. We may share the information we collect through our Site with these service providers so that they can perform services for us in relation to the Site and our business. For example, we may share your information with our advertising and email vendors so that they can provide services to us such as emailing you about our products and services. We will also share your information with your dentist or orthodontist and other service providers as necessary to fulfill any purchases you make.

In addition to the situations described above, we may use and disclose visitor information in special instances when we have reason to believe disclosing this information is necessary to investigate, identify, contact, or bring legal action against someone who may be causing injury to or interfering with our rights or property, other Site visitors, or anyone else. We may disclose visitor information when subpoenaed, if ordered or otherwise required by a court of law, arbitrator, or other similar proceeding or the rules governing such a proceeding, for government investigations, with government agencies if required by law, to exercise, establish, or defend Retain Ortho, LLC's legal rights, to protect your vital interests or those of any other third party, and when Retain Ortho, LLC otherwise believes in good faith that any applicable law requires it.

OTHER INFORMATION PRACTICES

Your Nevada Opt-Out Rights - We do not sell your personal data, but nevertheless we offer an opt out to sales of consumer data in an overabundance of caution as required by, and to ensure compliance with, Nevada law. Verified requests under Nevada law (NRS 603A) to not make any sale of any covered information we have collected or will collect regarding a consumer, as defined in that law, may be sent to info@iloveretain.com. Please include in any such request email "Request for Nevada Opt-Out" in the subject line and in the body of the message.

Access to Personal Information for Reviewing, Editing, and/or Removing - If you wish to discuss this Privacy Policy and the information we collect, you may contact us at the e-mail

address provided in this Privacy Policy. At this time, we may not be able to specifically identify and provide you with any or all of the information we have collected about you for your review, editing, or deletion from our records. In order to provide you with any information for your review, editing, or our deletion from our records, Retain Ortho, LLC may request that you prove your identity to the satisfaction of Retain Ortho, LLC or as otherwise required by applicable law.

Security - We take commercially reasonable steps to protect data transmitted through our Site, and we rely upon our third party vendors to supply security for the services they provide. We cannot and do not ensure or warrant the security of any information you transmit to us or from our online products or services. You transmit information to us at your own risk and should take all necessary precautions regarding the information you transmit, either to our Site and its related vendors or elsewhere on the Internet.

Children - Protecting the privacy of children is very important to us. For that reason, our Site does not solicit, collect or maintain personally identifiable information from users we actually know are under age 18. If you are a parent or guardian, please contact us if you believe information regarding a child has been collected by us through our Site.

Business Transfers - In the event that we are involved in a bankruptcy, merger, acquisition, reorganization or sale of assets or change in our ownership or control, your information may be sold or transferred as part of that transaction to actual or prospective transactions partners and their consultants, advisors, counselors, and agents, and otherwise shared to facilitate that transaction before, during, and after that transaction is completed. The promises in this Privacy Policy will continue to apply to your information.

Do Not Track - Presently the Site does not honor “do not track” settings on web browsers and does not offer you the opportunity to request that we not track your use of its services except as otherwise stated in this Privacy Policy.

Changes to this Policy - We may revise this Privacy Policy from time to time. The most current version of the policy will govern our use of your information and will always be available by clicking the Privacy Policy link in the footer of the main page of the Site. Please check this link often for changes. By continuing to access or use the Site after those changes become effective, you agree and consent to be bound by the revised Privacy Policy.

Subject to Site Terms and Conditions of Use - To the maximum extent allowed by law, this Privacy Policy is further subject to the Site’s Terms of Use including, without limitation, all provisions regarding warranty disclaimers, limits of liability, and dispute resolution mechanisms such as the jurisdiction and forum provisions.

Contacting Us

If you have any questions about this privacy policy or the practices of this Site, please contact:

info@iloveretain.com.

Effective Date: May 3, 2024

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