

NOTICE OF PRIVACY PRACTICES

Effective Date: 10/2/2026

Last Updated: 10/2/2026

Orthodontic Experts Management ("Orthodontic Experts Management," "we," "us," or "our") respects your privacy. This Privacy Policy explains how we collect, use, disclose, and otherwise process your information (whether in your individual or business capacity) when you visit orthodonticexperts.com, communicate with us, use our online services, or otherwise interact with us. This policy is separate from the Notice of Privacy Practices which you can find [here](#).

1. General Disclosures

We may collect personal information directly from you, automatically when you use our website or services, and from service providers, business partners, and other lawful sources. We use and disclose information as described in this Privacy Policy, as necessary to provide our services, comply with law, protect our rights and users, and operate our business. We may use vendors and service providers to process information on our behalf.

2. What Information We Collect and Disclose and for What Purposes

Depending on how you interact with us, we may collect identifiers and contact information such as your name, postal address, telephone number, and email address; information you submit through forms or communications; appointment or service-request information; transaction and payment-related information; device and internet activity such as IP address, browser type, device information, pages viewed, referring pages, and interactions with our website; and other information you voluntarily provide.

We may use this information to provide and improve our services; respond to inquiries; schedule or manage appointments or requests; communicate with you; process transactions; maintain and secure our website; detect fraud, misuse, or security incidents; analyze website performance; comply with legal obligations; enforce agreements; and conduct marketing where permitted by law.

We may disclose information to vendors and service providers that perform services for us, such as website hosting, communications, analytics, payment processing, scheduling, IT support, and security. We may also disclose information when required by law, in connection with legal proceedings, to protect rights or safety, or as part of a merger, acquisition, financing, reorganization, or sale of business assets.

Our website may provide access to websites, services, or content operated by independent third parties. This may include sites that display our name or branding, are jointly branded, or describe an affiliation, collaboration, or other business relationship with us. Unless otherwise stated, we do not control these third parties and are not responsible for their content, security measures, or handling of personal information. When you leave our website or interact with a third-party

service, that party's privacy practices and terms may apply. We encourage you to review the applicable privacy notice before providing personal information or using the third party's services.

3. Cookies and Online Technologies Policy

Our website may use cookies, pixels, tags, analytics technologies, local storage, and similar technologies. These technologies may help us operate the website, remember preferences, understand website traffic and usage, measure performance, improve our services, and, where applicable, support advertising or marketing. We may disclose this information to our database and hosting vendors and data analytics providers. Also, third-party providers that supply plugins, embedded tools, or social media functionality through our Sites; and third-party advertising, promotional, and digital marketing service providers.

You may be able to manage cookies through your browser settings or any cookie-preference tools we provide. Blocking certain cookies may affect website functionality.

4. Personal Information Relating to Children

Our website and general online services are not intended to collect personal information directly from children under 18 without appropriate parental or legal authorization. We do not knowingly collect personal information from children through the website in violation of applicable law. If you are under the age of 18, please do not supply any personal information through this Site. If you believe a child has provided personal information to us improperly, please contact us using the information below.

[Contact Us](#)

This provision does not prohibit a parent, guardian, or other authorized individual from providing information concerning a minor when seeking services on the minor's behalf.

5. Marketing and Promotional Communications

Where permitted by law, we may use contact information to send information about our services, promotions, announcements, or other communications. You may unsubscribe from promotional emails by following the unsubscribe instructions contained in those messages. You may also contact us to request that we stop sending certain promotional communications. [Contact Us](#)

Opting out of promotional communications does not necessarily prevent us from sending nonpromotional communications, such as service, appointment, account, security, or legally required communications.

6. Integrations and Links to Other Sites

Our website may contain links to third-party websites, applications, social-media platforms, scheduling systems, payment services, maps, videos, or other integrations that we do not control.

Your interactions with those third parties may be governed by their own privacy policies and terms. We encourage you to review their privacy practices. We are not responsible for the privacy practices of unaffiliated third parties except to the extent required by applicable law.

7. Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, use, alteration, disclosure, or destruction. However, no website, electronic transmission, network, or storage system can be guaranteed to be completely secure. You should use appropriate care when transmitting sensitive information electronically.

8. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes to our practices, technologies, services, or legal requirements. When we make changes, we will post the updated policy and revise the "Last Updated" date above.

9. Contact Us

Questions, concerns, or privacy requests may be directed to:

Our Privacy Official: Compliance Officer

Telephone: 847.221.6449

Address: 1700 W. Higgins Rd. Des Plaines, IL 60018

Email: compliance@orthoexp.com