

Privacy Policy

Effective Date: April 15, 2025

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Welcome to Dental Practice Connect (“DPC”, “we”, “our”, or “us”). This Privacy Policy describes how we collect, use, and disclose your information when you access or use our website (www.dentalpracticeconnect.com), software applications, and related services (collectively, the “Services”). We respect the privacy of our users and recognize the importance of protecting your information. By registering as an Administrator or becoming a User of the Services, you are accepting the practices described in this Privacy Policy. Capitalized terms that are not otherwise defined in this Privacy Policy have the meaning attributed to them in our Terms of Service. If you do not agree with anything in this Privacy Policy, please do not use the Services. Your continued use of our Services will signify your acceptance of this Privacy Policy.

1. Information We Collect and How We Use It

1.1 Personal Information

“Personal Information” refers to any information that identifies or can reasonably be associated with you or your business. This includes, but is not limited to, the following: Name, email address, phone number, Business name and address, Usernames and account credentials, Payment and billing information, IP address, device information, and usage behavior, Operational or financial data you or your systems (e.g., PMS, accounting software) provide. We collect Personal Information when you register for or use the Services, complete onboarding questionnaires or financial forms, contact support or submit inquiries, sync data from integrated platforms such as practice management or accounting software, participate in surveys, feedback requests, or training sessions.

As part of the Services, we may collect operational, financial, and qualitative information about your business including production and collections data, appointment volume and scheduling patterns, procedure mix and related fee information, employee and provider metrics, among others. When you use our Services, we may automatically collect device and browser information, access times and pages viewed, clickstream and usage patterns, referring/exit websites or URLs, cookies and similar tracking technologies (see Section 4). Upon collection, DPC may choose to aggregate, transform, and anonymize data to be used as part of the Services

2. How We Use Your Information

We use the information we collect to deliver, maintain, and improve our Services, personalize your experience and provide tailored content, create benchmarking reports and aggregated insights, provide transaction readiness tools and valuation opinions, facilitate coaching and performance reviews, process payments and fulfill billing needs, communicate with you about your account or the Services, ensure data integrity, compliance, and security, conduct internal research and development. We may also use anonymized, aggregated data to support industry analysis, commercial activity, academic research, marketing, and the development of new offerings.

3. Research, Benchmarking & Anonymized Data

We reserve the right to anonymize user data and combine it with data from other users. We use this anonymized data for practice benchmarking and comparison, industry research and trend analysis, coaching and advisory programs reports and whitepapers shared with third parties (e.g., investors, consultants, DSOs) transactional readiness evaluations or market valuation models

We take reasonable steps to ensure anonymized data cannot be re-identified. No Personal Information will be disclosed in any public or shared research outputs.

4. Cookies and Tracking Technologies

When you use our Services, we automatically collect some information using tools like cookies, web beacons (tiny images), pixel tags, and browser logs. These technologies help us understand how you interact with our website, improve your experience, and make the Services run smoothly.

A cookie is a small file that gets stored on your device when you visit our site. It remembers things like your login details, preferences, or how you use our Services. Some cookies are temporary and disappear when you close your browser (called “session cookies”), while others stick around even after you leave (called “persistent cookies”) to make your next visit more personalized. We also use web beacons and pixel tags to see if you’ve opened our emails or visited certain pages. This helps us measure what’s working and what needs improvement.

Through these tools, we may collect your device type, operating system, browser, language, and time zone, which pages you visited before and after our site, your IP address and general location, how you use and navigate our website. Sometimes this data is collected anonymously

for analytics and to spot trends. But if you're logged into your account, we may link this information with your personal details to better serve you. You can control or delete cookies by adjusting your browser settings. Just keep in mind that some features may not work properly if cookies are turned off. We also use tools like Google Analytics to understand how people use our Services. If you'd like to opt out of Google Analytics tracking, you can do so here: <https://tools.google.com/dlpage/gaoptout>.

5. Disclosure of Your Information

We do **not** sell your Personal Information. We may share it with, trusted service providers (e.g., cloud hosting, analytics, payment processors), affiliated entities for internal business operations, third parties you authorize (e.g., brokers, CPAs, transaction advisors), successors in the event of a merger, acquisition, or asset sale, legal or regulatory authorities, as required by law, or other users, in anonymized form.

We require all service providers to protect your data and only use it for authorized purposes.

6. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your information, including, encrypted transmission and storage of sensitive data, access controls and user authentication, secure hosting environments and regular vulnerability assessments.

However, no system is 100% secure. You are responsible for protecting your account credentials and notifying us of any unauthorized access.

7. Retention of Information

We retain Personal Information as long as you maintain an active account, it is required for legal, contractual, or operational reasons, needed for research, analytics, or anonymization processes. You may request deletion of your Personal Information, and we will comply unless retention is required by law or for internal record-keeping.

8. Other Information

You may access or correct your Personal Information, update notification or communication preferences, opt out of marketing communications, request deletion of your account and related data (subject to exceptions). To exercise your rights, contact us by email at support@dentalpracticeconnect.com.

Our Services are not intended for use by individuals under 18. We do not knowingly collect information from children. If we learn we have done so, we will promptly delete the data.

Our Services may include links to third-party websites. We are not responsible for the privacy practices or content of those sites. We encourage you to read their privacy policies before interacting with them.

9. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. If material changes are made, we will notify users via the website or email. If any modification made is unacceptable, please discontinue use of the services. Continued use of the Services after changes means you accept the updated terms.

10. Contact Us

If you have questions about this Privacy Policy, please contact:

Dental Practice Connect

Email: support@dentalpracticeconnect.com