

Privacy Policy

Last Updated: October 20, 2016

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Collection And Use Of Personal Information

New Avenue or a designated service provider collects personal information that you voluntarily provide on this Web site, on third-party websites and applications when scheduling appointments. For example, New Avenue or a designated service provider collects personal information when you contact us through this Web site, or request certain New Avenue services.

Do not provide information about others unless you are authorized to do so and consent to have all information used, disclosed, and transferred in accordance with this Privacy Policy. By submitting the information about others, you represent and warrant that you are authorized to do so and that you have received authorization from the person about whom you are providing the information and that person has consented to have all information used, disclosed, and transferred in accordance with this Privacy Policy.

This information is used to provide you your requested service or information, to communicate with you, and enforce any terms of service or agreement related to this Web site. New Avenue may use your personal information to provide you with information, special offers, and promotions via various means including e-mail. You may instruct New Avenue at any time not to use your personal information covered by this Privacy Policy to provide you with special offers and promotions by clicking at the unsubscribe link in any of these communications. Please note that if you exercise choice in this manner, you will continue to receive communications concerning your account and products and services you requested, and in response to any requests for information by you. Please also note that this opt-out process may take some time to complete, consistent with applicable law.

Use Of Cookies And Other Electronic Tools

New Avenue and the parties with whom we work (e.g., service providers, business partners, advertisers and advertising servers) may place, view, and/or use “cookies”,

Web server logs, Web beacons, or other electronic tools to collect statistical and other information about your use of this Web site and other websites. This information may include information about the IP address of your computer, browser type, language, operating system, your mobile device, geo-location data, the state or country from which you accessed this Web site, the Web pages visited, the date and the time of a visit, the websites you visited immediately before and after visiting this Web site, the number of links you click within this Web site, the functions you use on this Web site, the databases you view and the searches you request on this Web site, the data you save on or download from this Website and the number of times you view an advertisement.

New Avenue and the parties with whom we work may use the information collected for various reasons, either on behalf of New Avenue or for the other parties' own purposes, including research, analysis, to better serve visitors to this Web site (such as by enabling log-in, providing access to certain sections of this Web site, providing customized content, or presenting online advertising on this Web site or other websites tailored to your interests as described further below), to compile aggregate and anonymous information about usage of this Web site and other websites, other statistics, etc. However, if you have deleted and disabled cookies, these uses will not be possible to the extent they are based on cookie information. To opt out of Google Analytics, including Demographics and Interest Reporting, please [click here](#).

To assist us with the uses described in this Privacy Policy, information collected about your use of this Web site or other websites may be combined with personal or other information about you from other online or offline sources. If you prefer that we not combine non-personal information that has been collected, through cookies, about your use of this Web site or other websites with personal or other information about you, then please delete and disable cookies for each browser, on each computer you use to surf the Web.

Most browsers are set to accept cookies by default. If you prefer, you can usually set your browser to disable cookies, or to alert you when cookies are being sent. Likewise, most mobile devices allow you to disable the ability for geo-location information to be collected from your mobile device. The help function on most browsers and mobile devices contains instructions on how to set your browser to notify you before accepting cookies, disable cookies entirely, or disable the collection of geo-location data. You need to set each browser, on each device you use to surf the Web. Thus, if you use multiple browsers (e.g., Chrome, Safari, Internet Explorer, Firefox, etc.), you should repeat this procedure with each one. Similarly, if you connect to the Web from multiple devices (e.g., work and home), you need to set each browser on each device. However, if you disable cookies or refuse to accept a request to place a cookie, it is possible that some parts of this Web site, such as the polls, surveys, contests, and product sales, and certain areas of the Web site for which you need to log in, will not

function properly, and the advertising you receive when you visit this Web site may not be advertisements tailored to your interests.

Disclosure Of Personal Information And Other Information

Some of the Services require us to learn more about you so that we can best meet your needs. When you access the Services, we may ask you to voluntarily provide us certain information that personally identifies you or could be used to personally identify you (“**Personal Information**”). Personal Information includes (but is not limited to) the following categories of information: (1) contact data (such as your e-mail address and phone number); (2) demographic data (such as your gender, your date of birth and your zip code); (3) insurance data (such as your insurance carrier, insurance plan, member ID, group ID and payer ID); (4) medical data (such as the doctors, dentists or other healthcare specialists, professionals, providers, or organizations (collectively, “**Healthcare Providers**”) you have visited, your reasons for visit, your dates of visit, your medical history, and other medical and health information you choose to share with us); and (5) other identifying information that you voluntarily choose to provide to us, including without limitation unique identifiers such as passwords, and Personal Information in emails or letters that you send to us. We may also collect additional information, which may be Personal Information, as otherwise described to you at the point of collection or pursuant to your consent. You may still access and use some of the Services if you choose not to provide us with any Personal Information, but features of the Services that require your Personal Information will not be accessible to you.

Links To Third-Party Websites

New Avenue may provide links to third-party websites, including but not limited to social networking websites and scheduling websites. Since we do not control third-party sites and are not responsible for any information you may provide while on such sites, we encourage you to read the privacy policies on those websites before providing any of your information on such sites.

Questions Regarding This Privacy Policy

If you have questions regarding this Privacy Policy, please contact us at:

New Avenue Dentistry, PLLC

3007 Skyway Circle North

Suite 100

Irving, TX 75038

972-905-1359

info@newavenuedentistry.com

Modifications To This Privacy Policy

New Avenue reserves the right to change this Privacy Policy at any time by posting revisions on this Web page. Such changes will be effective upon posting.

