

Evident Privacy Policy

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Evident Inc. (hereafter referred to as “**Evident**”, “**we**”, “**us**” or “**our**”) is a digital technology company that provides, among other things, software, hardware, CAD designs, and workflow automations to dentists, labs and manufacturers.

Evident is aware of the importance of protecting individuals’ privacy. We are committed to collecting, using and disclosing (collectively, “**processing**”) personal information responsibly and in compliance with this Evident Privacy Policy (“**Privacy Policy**”). This Privacy Policy applies to our processing of personal information collected by us in relation to your use of our web site, or any of our services or systems.

By submitting personal information, you agree that we may process such personal information in accordance with this Privacy Policy and as permitted or required by law. If you disagree with anything in this Privacy Policy, do not provide us with personal information and do not use this web site or our services or systems. Subject to legal and contractual requirements, you may refuse or withdraw your consent to our processing of personal information by contacting our Privacy Officer, whose contact information is set out below at Section 14. If you refuse or withdraw your consent, we may not be able to provide you or continue to provide you with services or information which may be of value to you.

If you provide Evident with any personal information of another individual (including any personal information of patients) through the web site (including any Evident solutions accessed therefrom), you represent that you have obtained all necessary consents from such individual to enable us to process such personal information for the purposes set forth in this Privacy Policy and you agree to be bound by the Evident License and Services Agreement available at a link herewith provided.

Should you have any questions or require additional information about our Privacy Policy, please email us at privacy@evidentdigital.com.

1. What Personal Information Do We Collect About You?

Personal information means any information which relates to a natural person and allows that person to be identified directly, or indirectly in combination with other information. It does not include personal information where all references to the identity of the relevant individual have been removed (i.e., anonymous personal information).

Without limitation, any of the following categories of information (which may constitute personal information) may be collected by us:

- **Identity information:** includes name, date of birth, gender, job title, profession and license number, username and password;
- **Contact information:** includes email, address, postal code and telephone numbers;

- **Purchase information:** includes information about products/services you have purchased in the past including the date of your purchase, the price paid, and information about products/services that you prefer or that interest you;
- **Financial information:** includes credit / debit card or account information used for processing of payments;
- **Technical information:** includes internet protocol (IP) address and geolocation information, web browser type and version, operating system and/or device, cookies and other technology on the devices you use to access this web site. For more information on our use of cookies, see Section 10 below;
- **Internet activity information:** includes session information, such as page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page;
- **Patient information:** includes any personal information pertaining to a patient that you may submit to the web site, including their name, contact information, patient ID, date of birth, dental scans, photos or images, prescriptions, surgical plans and any other information related to their personal health.
- **Social media activity information:** includes any personal information pertaining to the content created by individual consumers, such as online ratings, reviews, online message boards/forums, photos/video sites, and tags; and
- **Business activity information:** includes any personal information pertaining to the frequency of orders, the specific information on what the consumer orders, or any activity which involved in the engaging of services.

2. How Do We Collect Your Personal Information

We use different methods to collect personal information from and about you including through:

- **Direct interactions.**

You may give us personal information by corresponding with us or by using our services, including without limitation our web site's features and services. This includes personal information you provide when you:

- Sign-up for a user account on our web site and update such user account;
- Contact us through a chat-box on our web site;
- Fill out a form or respond on social media;
- Input information into any of our software or systems;
- Speak directly with an Evident employee or Evident authorized representative;
- Input or upload any patient information through our web site; and
- Subscribe to our newsletter, respond to a survey, fill out a form, or otherwise input or upload information or files on our web site.

- **Automated technologies or interactions.**

As you interact with our web site, we will automatically collect technical information and internet activity information about your equipment and browsing actions and patterns. We collect this information by using cookies, pixels, server logs and other similar technologies. We may also receive technical information about you if you visit other web sites employing our cookies. For more information on our use of cookies, see Section 10 below.

3. Purposes for the Processing of Personal Information

We may process personal information for the purposes for which it was collected, as set out in this Privacy Policy, for other purposes permitted by law, or for other purposes with your consent.

We may process personal information for the following purposes:

Purpose of Processing	Categories of Personal Data	Legal Basis for Processing
Account registration, identity verification, and platform access	Identity, Contact	Contractual necessity – to perform our obligations under the terms of use or service agreement with you.
Providing healthcare-related products, tools, appliances, and treatment coordination	Identity, Contact, Patient	Contractual necessity – to fulfill healthcare-related service agreements; Legitimate interest – to support healthcare provision and coordination.
Communicating with healthcare professionals and organizations	Identity, Contact, Patient	Legitimate interest – to ensure continuity of care and service delivery.
Processing payments and billing	Financial, Contact, Purchase	Contractual necessity – to fulfill payment obligations; Legal obligation – to comply with financial and tax regulations.
Marketing communications, surveys, and promotions	Identity, Contact	Consent – obtained at the point of communication; Legitimate interest – where allowed, to promote our services.
Improving platform performance and user experience	Technical, Internet Activity	Legitimate interest – to improve our services; Consent – for optional

		cookies and analytics (as required by ePrivacy rules).
Using anonymized or pseudonymized data for research, teaching, and statistical analysis	Anonymized Contact, Patient	Legitimate interest – to support product and clinical research; Consent – where identifiable data is involved.
Disclosing data to insurers for liability and coverage assessments	Identity, Contact, Patient, Purchase	Legal obligation – where required under insurance law or claims assessment; Legitimate interest – to manage risk and liability.
Ensuring legal compliance and responding to lawful requests	All relevant categories	Legal obligation – to comply with regulatory or legal requirements.
Protecting against fraud, misuse, and ensuring platform security	Technical, Identity, Internet Activity	Legitimate interest – to ensure the integrity and security of our systems and users.
Responding to user rights requests (access, correction, deletion, etc.)	All relevant categories	Legal obligation – to comply with GDPR and applicable privacy laws.

4. How Do We Use Your Personal Information?

We use personal information to:

- Provide and improve the Platform.
- Process payments and manage billing.
- Communicate with healthcare providers.
- Conduct research and education using anonymized data.
- Perform administrative functions.
- Comply with legal obligations and resolve disputes.

5. To Whom Do We Disclose your Personal Information?

We communicate personal information to third parties in the following circumstances:

- with our service providers who help us fulfil the purpose for which personal information was collected, including server hosting providers who help us store the personal information you have provided us and third parties who assist us in operating our web site;

- with service providers, such as Facebook, Google, and Instagram, that provide tools to analyze the behavior behind the profiles and characteristics of our web site's visitors to better understand them;
- to comply with our obligations under any law or regulation, investigation, subpoena or order of a court, tribunal or other administrative or governmental authority;
- with law enforcement or a government institution in order to investigate fraud or potential fraud, as well as any other violation of a law, regulation, or the terms and conditions of use of the web site, and/or in order to protect the rights, property, or safety of Evident, or partners or other individuals; and
- with an acquiring organization in the event of a proposed or actual purchase (including liquidation, realization, seizure, or repossession), concession, merger, business combination, or any other type of acquisition, liquidation, transfer, translational contract, or financing of Evident in whole or in part or of any property, share, assets, stock, or business of Evident.

6. Cross-Jurisdictional Transfers

By providing us with personal information, you acknowledge and agree that such personal information may be transferred to other jurisdictions for processing and storage, including in servers located across Canada, Australia, the E.U. and in the United States, where laws regarding the protection of personal information may be less stringent than the laws in your jurisdiction. Further, such personal information may be accessible to law enforcement, national security authorities, and the courts of such jurisdictions. Where necessary to make such transfers, we will comply with our legal and regulatory obligations in relation to the personal information.

7. Protection of Your Personal Information

In compliance with HIPAA, to prevent unauthorized access or disclosure, maintain data accuracy and facilitate the appropriate use of data, Evident uses physical, technological and administrative procedures to attempt to protect the integrity of its web site and systems and the confidentiality of personal information that it processes. Nevertheless, Internet transmissions are never completely private or secure. Evident cannot be liable for any breaches of confidentiality due to system failures or unauthorized access by third parties.

8. How Long Will We Retain Your Personal Information?

We only keep personal information for as long as necessary for the purposes for which it was collected, or as required to comply with applicable legal obligations and our document retention policies. *The length of time personal information is kept varies according to the nature of the information, applicable laws, industry standards, or internal retention policies, and it may extend beyond the end of an individual's relationship with us.* When the personal information collected is no longer required, we implement appropriate procedures for its secure disposal, including destruction, deletion, erasure, or conversion into an anonymous form.

9. Your Legal Rights

Depending on your jurisdiction, you may have the right to:

- **Access:** Request a copy of your data.

- **Correction:** Rectify inaccurate or incomplete data.
- **Deletion:** Request deletion of personal information.
- **Restriction:** Limit processing of your data.
- **Data Portability:** Transfer data to another provider.
- **Objection:** Object to processing based on legitimate interests.
- **Withdraw Consent:** Revoke consent for data processing.

10. Automated Decision-Making and Profiling

We may use automated tools to analyze data for personalization and fraud prevention. You have the right to request human review of significant decisions.

11. Children's Privacy

The Platform is not directed at children under 13 (or 16 in certain jurisdictions). We do not knowingly collect data from children without parental consent.

12. Links to Other Web Sites, Advertising, and Social Media

This web site may occasionally contain links to other web sites not operated by Evident. These third party web sites have separate and independent privacy policies, which you should review. We have no responsibility or liability for the content, privacy practices and activities of these web sites. Nonetheless, we seek to protect the integrity of our web site and welcome any feedback about such web sites.

This web site may display advertisements and/or links to third party sites. These advertisements or links may contain cookies placed by those third parties. Evident is not responsible for those advertisements, the web sites to which they are linked, or how any other linked sites, may use their own cookies or information. Please refer to the applicable third party's privacy policy for further information. For example, Google, as a third-party vendor, may use cookies to serve ads on our web site. Google's use of the DART cookie enables it to serve ads to users based on their visit to this web site and other web sites on the Internet. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy.

The use of social networks in connection with Evident's web site may lead to the collection and exchange of some personal data between Evident and such social network. We invite you to read the privacy policy posted on social media websites to be aware of what personal information can be transmitted to Evident as well as the purposes of processing of your personal information by such social media provider, for advertising purposes. Evident shall not be responsible for any processing of your personal information by social networks on their account.

13. Cookies

Evident (via this web site) may set and access "cookies" on your computer. Cookies are small files stored in your computer that identify users entering our web site. These files allow us to direct you to your preferred subsections of our web site and enable statistical analysis of how our web site is used. Only aggregated data, no individual records, will be used for this analysis.

You may delete cookies, however you may lose any information that enables you to access the web site more quickly.

You can choose to enable or disable cookies in your web browser. By default, your browser will accept cookies, however this can be altered. For further details please consult the help menu in your browser. Disabling cookies may prevent you from using the full range of services available on the web site.

14. Accessibility

We strive to make this Privacy Policy accessible to all, including individuals with disabilities. Contact us at privacy@evidentdigital.com for alternative formats.

15. Data Breach Notification

In the event of a data breach, we will notify affected individuals and relevant authorities within the required timeframes, such as 72 hours under GDPR.

16. Changes to this Privacy Policy

Evident reserves the right to change this Privacy Policy as it deems necessary from time to time or as may be required by law. Your continued use of our web site or our services following any such changes constitutes your acceptance of and agreement to be bound by such changes. Please review this Privacy Policy periodically to see any changes to our Privacy Policy.

17. Contact Us

If you have any questions or concerns or wish to exercise any of your rights pertaining to personal information, please contact our Privacy Officer at the addresses listed below. We take your concerns seriously and will strive to respond to you in a timely manner.

Privacy Officer

600-675 Hastings
Street, Vancouver, BC,
Canada

Email address: privacy@evidentdigital.com