

# IDS WEBSITE PRIVACY POLICY

Revised: March 10<sup>th</sup>, 2017

At IDS, we respect your privacy and value our business relationship with you. As such, we would like to share the following privacy policy.

This policy applies to all information collected and submitted, both anonymous and personal, through our website at [imaginationdental.com](http://imaginationdental.com)

## Anonymous Information

We use Google Analytics to collect anonymous information about our website visitors through the use of cookies. Cookies are small files stored on your computer that collect data, such as your computer's IP address, and transmit it back to Google.

The data collected is used to make website improvements, to help provide customized browsing experiences, to be more responsive to your needs or interests, and to guide our marketing and advertising efforts.

It is possible for you to disable or delete cookies at any time. Google provides a browser plugin that will prevent your data from being used by Analytics:

<https://tools.google.com/dlpage/gaoptout>

We also use third-party tools to record some of the visits to our website. The anonymous data collected includes information about mouse movements, scrolling, clicks and keystrokes and is transmitted to the third party service provider. We use this information in the same manner as the data collected for Google Analytics, as mentioned above. You can opt-out of these recordings by visiting the following page: <https://mouseflow.com/opt-out/>

At times, we make use of "remarketing pixels" provided by third party vendors. These pixels use cookies that collect anonymous data which gets used to display personalized advertising when you visit sites that are part of the third party vendor's advertising networks. In other words, after you visit our website at least once, you might see some of our advertisements on other websites.

It is possible to opt-out of remarketing. If you are in Canada, please visit

<http://youradchoices.ca/choices> , in the United States see

<http://www.networkadvertising.org/choices/> and in Europe go to

<http://www.youronlinechoices.eu/> .

## **Personal Information**

On our website, you have the ability to submit personal information through forms to accomplish goals like signing up for our newsletter, ordering products, requesting information, asking questions, or registering to receive marketing materials. All forms on our website collect personal information such as your name, company name, address, phone number, email address, etc.

The information that you choose to submit is transmitted to a third-party CRM (Customer Relationship Management) vendor where it is then saved to a database. The CRM enables us to use this information to respond appropriately to your questions, provide you with requested marketing materials, process your orders, streamline our marketing efforts, and ensure you have the best possible experience as a potential or existing IDS client.

We also use these forms to build our email marketing lists and your email may be added to these lists depending on your opt-in/out choices and your country of residence. All of our email campaigns include simple-to-use unsubscribe links that enable you to opt-out of any and/or all future email communications.

If you have questions about, would like to access, or need to update your personal information, please contact us. We make reasonable efforts to ensure that the information we hold about you is accurate, complete, and current, but we do rely on you to inform us of any changes to your personal information.

## **Privacy Policy Updates**

Technology is changing quickly, and we are always looking for ways to further enhance the effectiveness of our websites and our relationships with our clients. Consequently our policies, including our privacy policy, are continually evolving. We reserve the right to update this privacy policy whenever required and will post the resulting updates to our website.

By continuing to use our website and/or services, you are agreeing that it is your responsibility to stay informed of our most current privacy policy by visiting our website at [imaginationdental.com](http://imaginationdental.com) and reading our posted policies.

## **Contact Information**

If you have questions or concerns regarding this privacy policy, please contact us:

[info@imaginationdental.com](mailto:info@imaginationdental.com)