

## Liberty Dental Group Privacy Statement: what we do with the personal data of our visitors, customers and other relations

Liberty Dental Group is recognized as digital market leader in dental lab work in Europe. In order to conduct our business properly it is sometimes necessary to process personal data of you. We always do so carefully and in accordance with the law and our privacy policy.

### THE BASIC PRINCIPLES OF OUR PRIVACY POLICY ARE:

- We always tell you what we do with your data.
- We use the data only for the purpose for which we collected it.
- We do not collect, use or retain more data than we need to achieve the purpose for which we obtained the data.
- We collect, use and retain data only if there is no other way to achieve the same purpose.
- The more privacy-sensitive the information about you, the less use we make of the data.
- We use the data only to the extent that there is a ground for doing so specified by law.
- We take appropriate security measures against loss of or unauthorized access to personal data.
- We have taken measures to facilitate the exercise of your rights.

### IN THIS PRIVACY STATEMENT, WE ANSWER THE FOLLOWING QUESTIONS:

1. What data do we process?
2. Why do we process your data?
3. Why may we use your personal data?
4. Who has access to your data?
5. How long do we keep your personal data?
6. Do I have to provide the data to Liberty Dental Group?
7. Who is the person responsible for the processing of my data?
8. Who can I contact if I have questions about the use of my data?
9. What about the use of my data by third parties?
10. How do we secure your personal data?
11. What rights do you have regarding the use of your personal data (and how can you exercise them)?
12. Do you place cookies when I visit your website?

We sometimes update the Privacy Statement, for example because of changes in legislation. On our website [www.libertydentalgroup.eu](http://www.libertydentalgroup.eu) you will find the current version of the Privacy Statement.

Activity of the data subject	What data do we process?	Why do we process your data?	Why may we use your personal data?	Who has access to your data?	How long do we keep your personal data?	Do I have to provide this information to Liberty Dental
Visiting the website	<ul style="list-style-type: none"> <li>• Cookies;</li> <li>• IP-address.</li> </ul>	For service purposes: to facilitate your website visit in the future, for example by storing your user name, password and preference settings.	The use of your personal data is necessary for the protection of our legitimate interest to provide our products and services to our visitors as efficiently as possible.	<ul style="list-style-type: none"> <li>• Google;</li> <li>• Only employees of Liberty Dental Group who need the personal data to perform their work have direct access to your data in Liberty Dental Group's systems.</li> </ul>	We keep this data for a maximum of six months after your last visit to our website, unless we are required by a legal regulation to keep your data longer or if longer retention is really necessary for carrying out our activities.	You can indicate that you want to block cookies.
Submitting information request via the website	<ul style="list-style-type: none"> <li>• E-mail address;</li> <li>• The message left by you, including any personal data you may have left in that message.</li> </ul>	For service purposes: To follow up on your message and inform you about the next steps.	The use of your personal data is necessary to serve our legitimate interest in providing our products and services as efficiently as possible to our visitors.	<ul style="list-style-type: none"> <li>• Liberty Dental Group uses various systems to process your personal data and the suppliers of these systems may also process your personal data. For more information about this supplier, please contact us by using the contact form.</li> <li>• Only employees of Liberty Dental Group who need the personal data to perform their work have direct access to your data in Liberty Dental Group's systems.</li> </ul>	We will retain this data until we have marked your message as "handled," unless we are required by law to retain your data longer or if longer retention is really necessary for the conduct of our business.	The processing of these personal data is mandatory if you want us to process your message. Without this data we cannot process your message.

Activity of the person concerned	What data do we process?	Why do we process your data?	Why may we use your personal data?	Who has access to your data?	How long do we keep your personal data?	Do I have to provide this data to Liberty Dental Group?
Applying through the website	Contact data (such as name, address, e-mail address, telephone number)	For service purposes: to assess your application for suitability.	The use of your personal data is necessary to pursue our legitimate interest in processing your application.	<ul style="list-style-type: none"> <li>• Liberty Dental Group uses various systems to process your personal data and the suppliers of these systems may therefore process personal data about you. For more information about these suppliers, please contact us by using the contact form.</li> <li>• Only employees of Liberty Dental Group who need the personal data to perform their work have direct access to your data in Liberty Dental Group's systems.</li> </ul>	We keep this data for a maximum of four weeks after the application procedure. With the applicant's consent, we keep the data for a maximum of one year after the application procedure.	The processing of these personal data is mandatory if you want us to process your application. Without them, we cannot process your application.



## FURTHER INFORMATION ON THE USE OF PERSONAL DATA AND YOUR RIGHTS

### Who is the data controller of my data?

Liberty Dental Group, is the data controller for the processing of personal data.

### Who can I contact if I have questions about the use of my data?

Please contact us by using the contact form.

### What about the use of my data by third parties?

- If we also give **third parties** access to your data, we will only do so if we are certain that the third party will only use it in a manner and for a purpose that is akin to the purpose for which the data was obtained, and only in accordance with this Liberty Dental Group Privacy Statement. Furthermore, the confidentiality obligations and security measures required by law always apply.
- In some cases, we are also **required by law to provide data to third parties**, such as judicial authorities. In doing so, we always consider how we can respect your right to privacy as much as possible.
- If we want to pass on your data outside Europe, for example because a data center or our supplier is located there, we only do so under the conditions set by law. For example by means of a contract to which the EU Model Clauses apply.
- For more information about this vendor, please contact us by using the contact form.

### How do we secure your personal data?

- We take all reasonable, appropriate security measures to protect our visitors and participants from unauthorized access or alteration, disclosure or destruction of personal data. In doing so, we comply with the applicable security standards.
- If despite security measures, there is a security incident that is likely to adversely affect your privacy, we will inform you of the incident as soon as possible. We will also inform you about the measures we have taken to limit the consequences and prevent recurrence in the future.

### What rights do you have regarding the use of your personal data (and how can you exercise them)?

- You can **object** to the use of your personal data, for example, if you believe that the use of your personal data is not necessary for carrying out our activities or complying with a legal obligation.
- You have the **right to access** your personal data. This means that you can request which of your personal data is registered and for which purposes it is used.
- If you believe that we have incorrect personal data about you, you can have this personal data **corrected**. You can also ask us to **restrict** the processing of your personal data, including for the period of time we need to review your requests or objections.
- You can also ask us to **remove** your personal data from our systems.
- You may also ask us to arrange for your personal data to be **transferred** to another party.
- We will comply with your request, unless we have a compelling legitimate interest not to, that outweighs your privacy interest. Once we have deleted the data, for technical reasons, we cannot immediately delete all copies of the data from our systems and backup systems. We may refuse to comply with the foregoing requests if they are made unreasonably frequently, require unreasonable technical effort, have unreasonable technical impact on our systems or endangers the privacy of others.
- You may make the aforementioned requests or raise the aforementioned objection by sending a letter accompanied by your name, address, telephone number and a copy of a valid identification document to Liberty Dental Group by using the contact form. Please remember to include a copy of the identification document before sending it. You will receive a reply within one month.
- You can also file a complaint about the use of your personal data. This can be done at the Personal Data Authority.

### Do you place cookies when I visit your website?

Our website tracks general visitor data, such as the most requested pages. The purpose of this is to optimize the design of the website for you. The data can also be used to provide more targeted information. Through the Internet, your personal data will never be recorded without your consent.

When visiting the Liberty Dental Group website, a temporary file ('cookie') may be placed on the hard drive of your computer. A cookie contains no identifying data and is only used to make using the Liberty Dental Group website easier for you. If you do not want this, you can use your web browser (e.g. Internet Explorer or Firefox) to block the use of cookies. Most parts of our website will then remain readable.

- **Necessary:** These cookies allow you to navigate the website and use its features.
- **Performance:** These cookies collect information about how visitors use our website, e.g. which pages you often visit. The information collected with these cookies is stored in the form of anonymous statistics.
- **Advertisement:** These cookies collect information about your browsing behavior on websites. Based on this, advertising content can specifically be targeted to interests shown during previous visits. These cookies do not collect information that identifies you.