

## **PRIVACY AND DATA USE POLICY**

Effective Date May 1, 2021  
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**IMPORTANT: BY ACCESSING [WWW.KETTENBACHUSA.COM](http://WWW.KETTENBACHUSA.COM) OR SUBMITTING ORAL AND/OR WRITTEN PERSONAL INFORMATION TO KETTENBACH L.P. YOU ARE AGREEING TO BE BOUND BY THE FOLLOWING PRIVACY AND DATA USE POLICY. THIS IS A LEGAL DOCUMENT. YOU ARE AGREEING TO AND/OR WAIVING LEGAL RIGHTS.**

**IF YOU HAVE ACCESSED [WWW.KETTENBACHUSA.COM](http://WWW.KETTENBACHUSA.COM) AND/OR SUBMITTED ORAL OR WRITTEN PERSONAL INFORMATION TO KETTENBACH L.P. AND YOU DO NOT AGREE TO THIS PRIVACY AND DATA USE POLICY YOU SHOULD NOTIFY KETTENBACH L.P. USING THE NOTICE ADDRESS BELOW AND RETURN ALL PRODUCTS YOU HAVE PURCHASED WITHIN THE APPLICABLE RETURN PERIOD AGREED UPON BY KETTENBACH L.P.**

### **1. PRIVACY POLICY**

KETTENBACH L.P. (hereinafter “KETTENBACH”) protects customer Personal Information in which privacy is a priority. KETTENBACH takes great care to ensure data privacy. Notice of privacy practices are contained herein in KETTENBACH’s Privacy and Data Use Policy. KETTENBACH does not track customers over time or across third- party websites, does not track customers by protected class, does not collect biometric or sensory information concerning customers, does not collect network or geolocation data, does not collect education information, does not sell customer Personal Information nor does it discriminate against any customer who submits privacy requests. In the event a customer wants access to his or her Personal Information which KETTENBACH has collected and stored, the customer may request a copy and/or modification or deletion of his or her Personal Information by contacting KETTENBACH.

The California Consumer Privacy Act, if applicable, requires KETTENBACH to advise you it collects Personal Information identified in California Civil Code Section 1798.80(e). The Personal Information KETTENBACH collects concerning customers is identified in Section 2 of KETTENBACH’s Privacy and Data Use Policy.

There may be instances when KETTENBACH may not delete certain Personal Information pursuant to federal or state law. If such a situation arises in response to a deletion request, KETTENBACH will advise the customer.

### **2. PERSONAL INFORMATION COLLECTED**

KETTENBACH, and its parent and affiliate companies, through its agents and employees, or through its website [www.kettenbachusa.com](http://www.kettenbachusa.com), may collect the following Personal Information:

- a. Name;
- b. Address;
- c. Email address;

- d. KETTENBACH account number;
- e. Company name;
- f. Company address;
- g. State licensing board license number; and
- h. Billing address.

KETTENBACH's website [www.kettenbachusa.com](http://www.kettenbachusa.com) does not collect or store any payment information, social security numbers, tax identification numbers, or dates of birth.

The KETTENBACH website also collects additional digital information (which is not Personal Information) such as:

- a. Name of the file accessed;
- b. Date and time of access;
- c. Data volume transferred;
- d. Report on successful access;
- e. Web browser and req. domain;
- f. Referrer URL; and
- g. The logged IP addresses of the requesting computers.

### **3. KETTENBACH NEWSLETTER**

If you registered for the KETTENBACH newsletter or provided an email address for receiving newsletters, KETTENBACH will use the email address for the newsletter. If the email address is different from the one used for other communications with KETTENBACH, we will use it exclusively for the newsletter. You can unsubscribe from the newsletter distribution list at any time. If you have entered an exclusive newsletter email address, we will delete it immediately after you unsubscribe.

As part of the newsletter dispatch, KETTENBACH can check whether you have read the newsletter and which links within the newsletter you have clicked on. KETTENBACH uses the information to make future newsletters more effective.

### **4. DATA ENTRY FORMS**

Should forms be included on the website to collect data from you, the form will indicate which data we absolutely need within the framework of the form and which information you can provide on a voluntary basis. You will find a detailed explanation regarding data collection within such a form in the respective specific data protection notice, which you must confirm by opt-in before you can submit the form. The fact that you have checked the opt-in box will be saved together with your request.

### **5. NO COLLECTION OF CHILDREN'S PERSONAL INFORMATION**

KETTENBACH does not knowingly solicit or collect Personal Information from children under the age of 13 without parental consent. If KETTENBACH learns it has collected Personal Information from a child under the age of thirteen (13) without parental consent, KETTENBACH

will promptly delete that information. If you believe a child under the age of thirteen (13) may have provided KETTENBACH with Personal Information without parental consent, please contact KETTENBACH.

## 6. USE OF PERSONAL INFORMATION

KETTENBACH collects and stores the Personal Information identified above in Paragraph 1. KETTENBACH may utilize the stored Personal Information for its own internal management, training, and marketing purposes but does not sell or share your Personal Information with any other third-party companies other than for the following purposes:

- a. Fulfilling orders;
- b. Delivering products and packages;
- c. Warranty and product defect claims to product manufacturers;
- d. Sending marketing materials;
- e. Scheduling marketing calls and meetings;
- f. Providing customer feedback;
- g. Technical support;
- h. Servicing product requests;
- i. Invoicing; and
- j. Payment processing.

Sometimes, although not often, KETTENBACH may be required to share customer Personal Information for legal reasons, such as, per regulation, law, court order, subpoena, or other legal process.

## 7. WEBSITE COOKIES

Cookies are small amounts of data in the form of text information which the web server sends to your browser. These are stored on your hard disk. Cookies can only be read by the server that had previously stored them, and receive information about what you viewed on a website and when. Cookies identify the IP address of the computer and do not store any Personal Information (such as your name). With cookies, you have the choice of whether you want to allow them. Changes can be made in your browser settings. At a minimum, the following settings are possible:

- Always allow and store cookies;
- Allow cookies, but delete after each session; and
- Disable cookies.

If you generally block cookies, this may lead to functional restrictions and error messages on KETTENBACH's website. KETTENBACH's website [www.kettenbachusa.com](http://www.kettenbachusa.com) may utilize the following cookies:

Cookie name	Sample value	Expire	Type	Domain	Vendor	Privacy Policy
__cmpcc	1	-	Function	consensu.org	IAB Europe /	<a href="#">Privacy policy</a>

					CMP Domain	
<b>__cmpconsent*</b>	BOZIsIAOasNFgAfABYDECC-AAAAjx7...	31 minutes	Preferences	consensu.org	consent manager	<a href="#">Privacy policy</a>
<b>__cmpcpc*</b>	_____	365 days	Preferences	consensu.org	consent manager	<a href="#">Privacy policy</a>
<b>__cmpcvc*</b>	_____	365 days	Preferences	consensu.org	consent manager	<a href="#">Privacy policy</a>
<b>__cmpcpc*</b>	__51_52_53_54_55__	-	Preferences	kettenbach-dental.us	consent manager	<a href="#">Privacy policy</a>
<b>__cmpcvc*</b>	__s23_s26_s135_s905__	-	Preferences	kettenbach-dental.us	consent manager	<a href="#">Privacy policy</a>
<b>_ga</b>	GA1.2.221153708.1580131582	-	Measurement	kettenbach-dental.us	Google Analytics	<a href="#">Privacy policy</a>
<b>_gat_gtag_UA_10092559_12</b>	1	-	Measurement	kettenbach-dental.us	Google Tag Manager	<a href="#">Privacy policy</a>
<b>_gat_gtag_UA_10092559_15</b>	1	-	Measurement	kettenbach-dental.us	Google Tag Manager	<a href="#">Privacy policy</a>
<b>_gid</b>	GA1.2.1535762764.1580131582	-	Measurement	kettenbach-dental.us	Google Analytics	<a href="#">Privacy policy</a>
<b>nc_euconsent</b>	BO0koqZO0koqZAFxqBENDNAAAAAA	365 days	Function	kettenbach-dental.us	consent manager	<a href="#">Privacy policy</a>
<b>__sak</b>	1	-	Function	www.youtube-nocookie.com	YouTube	<a href="#">Privacy policy</a>
<b>nextId</b>		-	[unknown]	www.youtube-nocookie.com	YouTube	<a href="#">Privacy policy</a>
<b>requests</b>		-	[unknown]	www.youtube-nocookie.com	YouTube	<a href="#">Privacy policy</a>
<b>yt-remote-connected-devices</b>	{"data": "[]", "expiration": 1572...	-	[unknown]	www.youtube-nocookie.com	YouTube	<a href="#">Privacy policy</a>
<b>yt-remote-device-id</b>	{"data": "6adc1f10-a0b4-4bb8-81...	-	[unknown]	www.youtube-nocookie.com	YouTube	<a href="#">Privacy policy</a>
<b>yt.innertube:nextId</b>	{"data": "2", "expiration": 1573676...	-	[unknown]	www.youtube-nocookie.com	YouTube	<a href="#">Privacy policy</a>
<b>yt.innertube:requests</b>	{"data": {}, "expiration": 157367...	-	[unknown]	www.youtube-nocookie.com	YouTube	<a href="#">Privacy policy</a>
<b>CONSENT</b>	PENDING+177	6182 days, 2 Hours, 49 minutes	Preferences	youtube-nocookie.com	YouTube	<a href="#">Privacy policy</a>
<b>remote_sid</b>		-	Function	youtube.com	YouTube	<a href="#">Privacy policy</a>

KETTENBACH does not control the cookies/tracking technologies of other websites. KETTENBACH assumes no responsibility for third-party vendors, their accuracy, practices, policies, performance, or actions. In the event you have a question or concern regarding a third-party vendor, you should contact the third-party vendor directly.

## **8. WEBSITE COOKIE USES**

Third-party vendor cookies utilized on [www.kettenbachusa.com](http://www.kettenbachusa.com) may track your IP address, location data, and other information obtained through cookies already stored on your device. To determine what each vendor tracks through their separate cookies, please visit the privacy policy for each separate vendor. Each vendor's privacy policy can be accessed through the hyperlink in Paragraph 4 above.

## **9. GOOGLE ANALYTICS**

KETTENBACH uses Google Analytics to analyze activities on its website [www.kettenbachusa.com](http://www.kettenbachusa.com). Google Analytics is a web service provided by Google. Google Analytics uses "cookies", text files that are stored on your computer and that enable your use of the website to be analyzed. The information generated by the cookie about your use of the website will be transmitted to and stored by Google. However, if IP anonymisation is activated on our website, your IP address will be truncated by Google. Only in exceptional cases will the full IP address be transferred to a Google server. Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activity and to provide other services regarding website activity and internet usage for the website operator. The IP address transmitted by your browser within Google Analytics is not merged with other Google data. You can prevent cookies from being stored by selecting the appropriate settings in your browser; however, we wish to point out that by doing so, you may not be able to enjoy the full functionality of the website. Furthermore, you can prevent the collection of data generated by the cookie and related to the usage of the website (incl. your IP address) and the processing of these data by Google.

## **10. YOUTUBE**

KETTENBACH's website [www.kettenbachusa.com](http://www.kettenbachusa.com) may embed YouTube contents which create a connection to the Google DoubleClick network, even if the video is not clicked on or played. KETTENBACH's website also includes a YouTube plugin. As soon as you visit a page with an embedded YouTube plugin, a connection to a YouTube server is established. The server will be informed which of our pages you have visited. If you are logged in to your YouTube account at this time, you enable YouTube to allocate your surfing behavior to your personal profile. If you log out from your YouTube account before visiting our website, you can prevent this.

## **11. NOTICES TO KETTENBACH**

All customer service, access, and/or deletion requests to KETTENBACH should be directed to:

Kettenbach L.P.  
16052 Beach Blvd., Suite 221  
Huntington Beach, CA 92647  
[custservice@kettenbachusa.com](mailto:custservice@kettenbachusa.com)  
1-877-532-2123

All legal notices to KETTENBACH should be directed to its registered agent:

National Registered Agents, Inc.  
1209 Orange Street  
Wilmington, Delaware 19801

## **12. LINKS TO OTHER WEBSITES**

KETTENBACH's website, [www.kettenbachusa.com](http://www.kettenbachusa.com), may have links to other third-party websites which have their own privacy policies. Please consult the privacy policy for the website you are visiting. KETTENBACH assumes no responsibility for other third-party websites.

## **13. NEVADA RESIDENTS**

Nevada residents have the right to request that KETTENBACH not sell Personal Information to third parties. To submit such a request, please send us an email to [custservice@kettenbachusa.com](mailto:custservice@kettenbachusa.com). Please however note, that despite Nevada residents having the right to make the request, as stated herein, KETTENBACH does not share or sell customer Personal Information with third-parties unless required to do so by law.

## **14. CALIFORNIA CUSTOMER PRIVACY RIGHTS**

California residents have differing rights in relation to customer Personal Information for a qualifying company. If you are a California resident, you may have the following options:

- a. You may request, twice in a 12-month period, KETTENBACH disclose its retained customer Personal Information it has collected during the past 12 months which may include:
  - i. The categories and specific pieces of Personal Information;
  - ii. The categories of sources;
  - iii. The business or commercial purpose for which it was collected;
  - iv. The categories of third-parties your Personal Information was shared with;
  - v. The categories of Personal Information KETTENBACH sold or disclosed for a business purpose; and
  - vi. The categories of third-parties to whom KETTENBACH sold or disclosed customer Personal Information.
- b. You may request KETTENBACH delete Personal Information; however, exceptions may apply.
- c. You may opt-out of the sale of your Personal Information.
- d. You may request KETTENBACH provide you with a list of certain categories of Personal Information disclosed to third-parties for marketing purposes during the immediately preceding calendar year and the identification of those third-parties.

KETTENBACH may collect Identifiers, Online Identifiers, Financial Information, Commercial Information, and Professional or Employment-Related Information concerning customers as defined in the California Consumer Protection Act. KETTENBACH does not collect Medical or Health Information, Information Related to Characteristics Protected Under California or Federal Law, Biometrics, Internet or Electronic Network Activity Information, Geolocation

Data, Sensory Information, Education Information, or Profile Inferences as defined in the California Consumer Protection Act. KETTENBACH will not discriminate against any customer who chooses to exercise any available rights in relation to Personal Information.

## **15. REQUEST VERIFICATION**

KETTENBACH must take steps to verify your identity before granting you any access to Personal Information. If you have a KETTENBACH account, we may verify your identity by requiring you to sign in to your account. If you request access to or deletion of Personal Information and do not sign in to an account with us, we may require you to provide the following information: name, email address, phone number, and postal address. In addition, if you do not have an account and you ask KETTENBACH to provide specific pieces of Personal Information, we reserve the option to require you to sign a declaration under penalty of perjury that you are the consumer whose Personal Information is the subject of the request.

## **16. FEES**

To the extent permitted by applicable law, KETTENBACH may charge a reasonable fee to address, research, respond, and comply with any customer Personal Information request.

## **17. ALTERNATE FORMATS**

KETTENBACH's Privacy and Data Use Policy may be available in other formats and/or languages. Please contact [custservice@kettenbachusa.com](mailto:custservice@kettenbachusa.com) to request an alternate format and/or language.

## **18. PRIVACY INQUIRES**

KETTENBACH strives to review all privacy inquiries within ten (10) business days; however, that may not always be possible. Once a privacy inquiry is received by KETTENBACH, it will endeavor to provide a substantive response within ten (10) business days. If additional information is needed to research the privacy inquiry, you will be contacted, and KETTENBACH may request additional time to perform additional research.

If you are not satisfied with KETTENBACH's response, you may refer your complaint to the applicable regulator. If you ask us, we will endeavor to provide you with information about relevant complaint avenues which may be applicable to your circumstances.

When there is a material change to this Privacy Policy, we'll post a notice on this website at least a week in advance of doing so and contact you directly about the change if we have your data on file.