



WHITEPAPER DENTICALC [DENTAL]



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DentiCalc was developed for dentists, who...

...are overworked in their practices and want more free time.
...would like to drastically increase their plan acceptance rate.
...are looking to sell high value prosthetic works.
...want patients who are less problematic and easy to treat.

With DentiCalc you can quickly and efficiently build the BEST DEAL offer into the patient's mind to have more quality treatment with less stress and more free time.

Be more profitable & have more free time

DentiCalc directly impacts your clinic's productivity and profitability, as well as your patients' health. It's easy to use, and you don't have to upend your clinic's established and proven workflow.

- ✓ Makes your practice more profitable through increased case acceptance.
- ✓ Makes more free time for you and your patients through enhanced communication.
- ✓ Improves patient satisfaction through improved communication and understanding. Increase patient retention while keeping your appointment calendar full.

The most effective way to explain treatments to your patients, at your fingertips

DentiCalc offers you 1000+ photos and 100+ state-of-the-art videos to help dentists explain treatments patients can easily understand. Tailored to your patients' needs, they are clear and focused to help make complex topics digestible. Use them and bridge the knowledge gap between your patients and you, their dentist.

A worldwide sensation - Animated treatment plans in seconds

With our industry-leading SMART dental treatment plan tool, it's never been easier to show your patients everything they need to know about their dental issues, and demonstrate exactly how you'll treat them. With DentiCalc, you can effortlessly create and animate treatment plans in seconds. Use it to enlighten and visually guide your patients, clarify different treatment options and consult prices chairside.

Benefit from all of DentiCalc's features

Communication and patient education are the hallmark of all great practices, and DentiCalc is here to help you. Start using it now.



Features of DentiCalc:

- ✓ 1000+ dental photos and videos - regularly updated
- ✓ Dental treatment calculator for simple and complex cases
- ✓ Personalized dental 3D animations
- ✓ Customizable price list
- ✓ Further treatments can be added
- ✓ Available in 30 languages and 162 currencies
- ✓ FDI / ISO and Universal numbering system
- ✓ Professional support services
- ✓ Continuous updates

Make Your Patients Happy to Pay

As a dentist, you are never in an easy situation balancing the best care your profession can offer against what your patient expects, much less expects to pay. Can you help your patients feel satisfied with the cost of their treatment? In this article, we will show you five steps to achieve this!

Nothing good comes from assuming the price in the patient's mind matches the treatments' actual cost. Why? Because if you aren't clear upfront your patient will inevitably feel like you've overpriced the treatment. And then you lose their trust. If this happens frequently you risk developing a bad reputation.

You Need to Communicate a Price!

First and foremost, you need to communicate the price of treatment in each case.

However, I would not recommend that you immediately thrust your price list under their noses either! This part of the decision-making process can be overwhelming. Handled with finesse, a patient on a budget may choose a good alternative treatment at a lower price point.

So, how do you help patients feel comfortable with what they pay for treatment?



5 Steps You Need to Take!

STEP #1

Always give your reasons at every consultation.

Start directly with the patient's problem and explain its cause. Express yourself clearly, avoid unnecessary or confusing technical jargon. Demonstrate, for instance, how an ordinary tooth should look and work and then ask the patient how it feels now?

STEP #2

Use more tools in the consultation!

If you have a monitor or tablet, use it. I suggest going to the chair with the patient and using the device to explain the situation in detail. Show the problem as well as the solution. When you zoom in on an image, the patient will see the problem clearer.

STEP #3

A pleasant atmosphere creates a good relationship with the patient!

When you explain, sit close. Be convivial. Be careful also to turn off the chair lamp or fold it aside. The patient will appreciate your attentiveness.

STEP #4

Your patient needs more than clinical treatment, but also compassion!

Many patients go through serious mental gymnastics before taking the first step to solve their dental problem. You must be the one who reassures them that they have made the right decision. If you pay attention to this detail you will have a devoted patient!

STEP #5

Present solution options and outline the prices.

If they understand what is needed and how much it will cost, then they will find it easier to accept the total price for treatment. And their confidence in you will remain! You will not be disappointed.

But there's one more important thing you can't forget!

When You Say the Price, Don't Be Afraid!

When you get to the point in the consultation that you have to name a price be confident. Patients recognize uncertainty this and will lose faith in you. Without confidence in your professionalism, you won't garner much clientele!



Decide How Much Your Patient Can Pay

Most patients believe they can't pay much for their treatment. Yet most patients will pay much more if they consider their problem important enough. That's why you need to show them how much their treatment depends on your skills. If they understand all this and feel the true weight of their problem, they will think less about the price, as they will want to avoid any complications.

That's exactly why it's important to stick to the steps above. These will help more patients happy to choose you!

Problem Telling Your Patient the Exact Price?

We know full well that every patient needs individual treatment and you don't have an easy task if you want to tell him or her a price while sitting in a chair.

That's why we've developed the DentiCalc app, specifically designed to make it easier for dentists to fully detail the treatment and calculate a pinpoint price instantly. With this app, your patients will easily understand why you are their best choice. Further, they will rest assured that you have provided a fair and accurate price.

Use our APP!

Try it NOW!

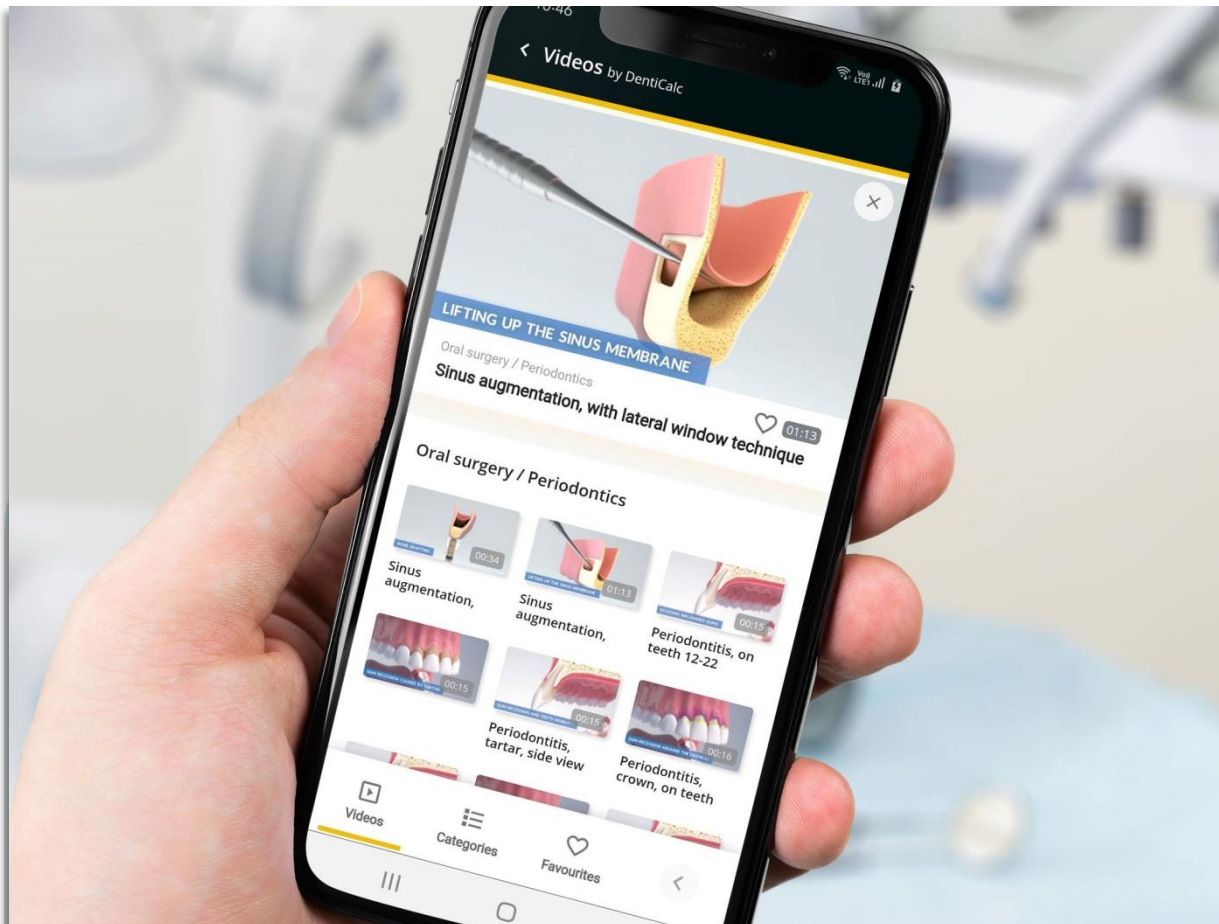


DentiCalc

Photos • Videos • Calculator • Smart

AVAILABLE FOR ANDROID AND IOS





Help Patients Understand Their Treatment with Visual Aids

Making sure your patients fully understand their treatment plan will help them understand the importance of committing to having treatment completed. Here's how visual aids can help.

Where's the Disconnect?

Here at DentiCalc, we're on a mission to eliminate the disconnect between patient and dentist during treatment planning.

We've found that the disconnect typically forms simply due to the fact that there's a bit of a gray area between what the dentist presents to their patient and what the patient is able to process with the bit of information they've been presented.

Of course, dentists undergo years of extensive training and schooling to develop a solid understanding of various treatment methods and the reasoning behind them. They know that their patients will benefit from the treatment they've planned; for them, it's simple fact.

Typically, the average patient has a slight grasp on what they think certain treatments entail, usually gathering bits and pieces of information they learn through television, movies, conversations with friends or loved ones about certain dental procedures, and so on.



For someone with no clinical dental training, it can be a bit overwhelming to process why they need a root canal, what to expect during treatment, and what a root canal even is.

We saw the need for a simple, easy-to-use application that would help bridge this communication gap, and thus, DentiCalc was born.

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Identifying the Differences

Full bridges are used in the case that the patient wishes to avoid dentures, but needs to replace the entirety of the teeth on one arch or another. The treatment that is right for them is dependent on a few different things, but it's important that your patient understands the key differences before they move forward with treatment.

During your treatment plan presentation, be sure that your patient is aware of the following:

What You See is What You Get

65 percent of the world's population are visual learners. Visual aids are much more stimulating than verbal information alone, and it is clinically proven that the storage of long-term memory is strengthened with the pairing of meaningful and informational images.

Providing visual aids when explaining treatment to patients allows them to form a concrete understanding of the information, and gives them something tangible to refer back to when they remember the information later on.

DentiCalc's Visual Approach

DentiCalc's intelligent program is outfitted with countless videos and animations that make it easy for your patients to get a solid understanding of the information that they're being presented with.



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As you explain the treatment to your patient, use DentiCalc's interactive diagram to plan it out before their eyes, allowing them to see exactly where the treatment will be done in the mouth. Our easy-to-use planner application allows you to virtually plan the teeth for crowns, bridges, root canals, implants, and more.

After you've done this, you can move on to our extensive library of informative videos, which were designed especially to present treatment in a simple and easy-to-understand way with the use of cutting-edge dental animations.

Combining your clinical dental expertise with DentiCalc's groundbreaking system of visual aids will undoubtedly provide your patient with the information they need to completely understand their treatment plan and develop a stronger level of trust in your expertise. Once you've achieved this, the possibilities for developing a strong lifelong relationship with your patients are endless.

Use our APP!

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The Role of Before and After Photos in Dental Consultations

Having a dental consultation might seem like the easy phase of a treatment. But make no mistake about its importance — without a successful consultation and signed agreement, you'll never get to perform the more complex treatment work.

Identifying the Issue

Having a dental consultation might seem like the easy phase of a treatment. But make no mistake about its importance — without a successful consultation and signed agreement, you'll never get to perform the more complex treatment work.

Showing your patients before and after photos as part of your dental consultation can help you bring your recommendations to life and close more deals. Here's more on why they're such a beneficial sales tool:

Before and after photos put the end result in sight.



Once you've discussed treatment options with your patients, one of the things they start envisioning is how the end result will look. Even though every case is a little different (because every person is different!), your patients still want to see what their outcome will look like. Before and after photos can help to plant the right image and expectations in their minds. It gets them excited about their potential and offers them a glimpse into their very near future. This alone makes it one of your most effective marketing tools, as photos can be enough to seal the deal and add your patient to your appointment schedule.



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They highlight your expertise

The best before and after photos are the ones you've taken of your very own patients. These photos are your chance to sell yourself and let your patients know why you're the best person to help them. It also shows that you've been trusted by other people and have helped them get great results.

This matters more to your patients than you might think. They want to trust someone with experience, someone they truly believe can help them get the results they want. There's no greater proof than showing them what you've already accomplished with real patients. They make you look more professional

Taking before and after photos is proof that you've anticipated the needs of future patients. It shows you care about the quality of your work and know the value of planning for the future. This is a hallmark of the most successful dental practices, as they're focused on earning the trust of their patients and are proud of the work they do. When you have photos to offer your patients, you're demonstrating that you care about their experience as well as the results you've gotten for other patients. You'll appear like a seasoned professional and may even grow your practice faster!

Get before and after dental photos at your fingertips.

There's no replacement for taking before and after photos of your own work and patients. To supplement these images, consider the advantages of the new DentiCalc app that brings dental animations to your fingertips. The app offers a number of animations of common dental procedures so patients can see what you'll be doing and how the procedure improves their dental health.

Download the app today and empower every consultation with professionalism, expertise, and confidence.

Use our APP!

Try it NOW!



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The Dental Animation App for Effective Consultations

For dentists, who have made matters of the mouth their life's work, understanding dental treatment options is easy. But for patients, who may not understand the difference between a root canal vs an extraction, knowing the what, why, and how behind treatments can sound like a whole different language.

The most successful dentists are the ones who can bridge this gap in communication and put their services into terms patients can understand. A new app is helping to support this goal and put dental translations within everyone's reach. It's called DentiCalc, a suite of more than 100 dental animations that give life to your treatment options and help patients put your suggestions into perspective.

Here's a closer look at DentiCalc and how it's revolutionizing the way you consult with your patients:

Visual explanations of treatment options

People are visual. Many people won't fully understand what you're telling them until you can illustrate it for them. This is especially the case when they're exploring dental treatment options that they've never had to consider before. They don't deal with bridges, crowns, and fillings on a daily basis like you do, so an illustration can prove helpful.

DentiCalc takes visual aids to a new level by offering 3D dental animations of common procedures. Take them through the process step by step and show them what to expect. Your patients get a better understanding of the process as well as what the end result looks like so they can make a better decision for their dental health.

Real-time pricing estimates

After learning about their treatment options, most patients want to know what it's going to cost. DentiCalc makes it easy to offer a quote on the spot. You can customize your pricing in the app for the services you offer, then give patients an estimate before they leave your office. There's no downtime in between, giving you a better chance of booking their treatment before they leave the office.

Time- and money-saving tools

One of the DentiCalc app's greatest advantages is similar to that of any digital app: its mobile functionality makes it easy to deploy at a moment's notice. With just a few taps on your tablet or device, you can find relevant animations to show your patients on the spot.

What's more, you also don't have to waste time and precious admin hours on generating quotes and estimates for treatment plans. You can create your estimates during the consultation in seconds and see adjustments to your plan in real time.

Saving time automatically saves money, and you can save some of both when you don't have to reinvent the wheel for every dental consultation.



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DentiCalc App is now available for download

The DentiCalc app offers speed and reliability to help you better serve your patients, improve your professional image, and most importantly, keep your appointment calendar full by closing more consultations. And unlike many dental programs and app services, DentiCalc is available as a one-time purchase, not a recurring subscription, so you can start seeing an ROI sooner.

Download the app today and empower every consultation with professionalism, expertise, and confidence.

Use our APP!

Try it NOW!



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AWARD WINNING APP

from a renowned company



Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions.

The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Privacy Policy:

You means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable. Under GDPR (General Data Protection Regulation), You can be referred to as the Data Subject or as the User as you are the individual using the Service.

Company (referred to as either “the Company”, “We”, “Us” or “Our” in this Agreement) refers to PlanMaster Fogászati Szoftver Kft., 4024 Debrecen, Piac utca 22. 2/6. For the purpose of the GDPR, the Company is the Data Controller.

Application means the software program provided by the Company downloaded by You on any electronic device, named DentiCalc

Affiliate means an entity that controls, is controlled by or is under common control with a party, where “control” means ownership of 50% or more of the shares, equity interest or other securities entitled to vote for election of directors or other managing authority.

Account means a unique account created for You to access our Service or parts of our Service.

Service refers to the Application.

Country refers to: Hungary

Service Provider means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used. For the purpose of the GDPR, Service Providers are considered Data Processors.

Third-party Social Media Service refers to any website or any social network website through which a User can log in or create an account to use the Service.

Facebook Fan Page is a public profile named DentiCalc specifically created by the Company on the Facebook social network, accessible from <https://facebook.com/dentialc/>

Personal Data is any information that relates to an identified or identifiable individual. For the purposes for GDPR, Personal Data means any information relating to You such as a name, an



identification number, location data, online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity. For the purposes of the CCPA, Personal Data means any information that identifies, relates to, describes or is capable of being associated with, or could reasonably be linked, directly or indirectly, with You.

Device means any device that can access the Service such as a computer, a cellphone or a digital tablet.

Usage Data refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

Data Controller, for the purposes of the GDPR (General Data Protection Regulation), refers to the Company as the legal person which alone or jointly with others determines the purposes and means of the processing of Personal Data.

Do Not Track (DNT) is a concept that has been promoted by US regulatory authorities, in particular the U.S. Federal Trade Commission (FTC), for the Internet industry to develop and implement a mechanism for allowing internet users to control the tracking of their online activities across websites.

Business, for the purpose of the CCPA (California Consumer Privacy Act), refers to the Company as the legal entity that collects Consumers' personal information and determines the purposes and means of the processing of Consumers' personal information, or on behalf of which such information is collected and that alone, or jointly with others, determines the purposes and means of the processing of consumers' personal information, that does business in the State of California.

Consumer, for the purpose of the CCPA (California Consumer Privacy Act), means a natural person who is a California resident. A resident, as defined in the law, includes (1) every individual who is in the USA for other than a temporary or transitory purpose, and (2) every individual who is domiciled in the USA who is outside the USA for a temporary or transitory purpose.

Sale, for the purpose of the CCPA (California Consumer Privacy Act), means selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a Consumer's Personal information to another business or a third party for monetary or other valuable consideration.

Collecting and Using Your Personal Data

Types of Data Collected

Personal Data

While using Our Service, We may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You. Personally identifiable information may include, but is not limited to:

Email address

First name and last name

Usage Data

Usage Data

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.



We may also collect information that Your browser sends whenever You visit our Service or when You access the Service by or through a mobile device.

Information from Third-Party Social Media Services

The Company allows You to create an account and log in to use the Service through the following Third-party Social Media Services:

Google

Facebook

Twitter

If You decide to register through or otherwise grant us access to a Third-Party Social Media Service, We may collect Personal data that is already associated with Your Third-Party Social Media Service's account, such as Your name, Your email address, Your activities or Your contact list associated with that account.

You may also have the option of sharing additional information with the Company through Your Third-Party Social Media Service's account. If You choose to provide such information and Personal Data, during registration or otherwise, You are giving the Company permission to use, share, and store it in a manner consistent with this Privacy Policy.

Information Collected while Using the Application

While using Our Application, in order to provide features of Our Application, We may collect, with your prior permission:

We use this information to provide features of Our Service, to improve and customize Our Service. The information may be uploaded to the Company's servers and/or a Service Provider's server or it be simply stored on Your device.

You can enable or disable access to this information at any time, through Your Device settings. You can also enable or disable location services when You use Our Service at any time, through Your Device settings.

Use of Your Personal Data

The Company may use Personal Data for the following purposes:

To provide and maintain our Service, including to monitor the usage of our Service.

To manage Your Account: to manage Your registration as a user of the Service. The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.

For the performance of a contract: the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.

To contact You: To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.

To provide You with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.

To manage Your requests: To attend and manage Your requests to Us.

We may share your personal information in the following situations:



With Service Providers: We may share Your personal information with Service Providers to monitor and analyze the use of our Service, to show advertisements to You to help support and maintain Our Service, to contact You, to advertise on third party websites to You after You visited our Service or for payment processing.

For Business transfers: We may share or transfer Your personal information in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of our business to another company.

With Affiliates: We may share Your information with Our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include Our parent company and any other subsidiaries, joint venture partners or other companies that We control or that are under common control with Us.

With Business partners: We may share Your information with Our business partners to offer You certain products, services or promotions.

With other users: when You share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside. If You interact with other users or register through a Third-Party Social Media Service, Your contacts on the Third-Party Social Media Service may see Your name, profile, pictures and description of Your activity. Similarly, other users will be able to view descriptions of Your activity, communicate with You and view Your profile.

Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Service, or We are legally obligated to retain this data for longer time periods.

Transfer of Your Personal Data

Your information, including Personal Data, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to — and maintained on — computers located outside of Your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from Your jurisdiction.

Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other personal information.

Disclosure of Your Personal Data

Business Transactions

If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.



Law enforcement

Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Other legal requirements

The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

Comply with a legal obligation

Protect and defend the rights or property of the Company

Prevent or investigate possible wrongdoing in connection with the Service

Protect the personal safety of Users of the Service or the public

Protect against legal liability

Security of Your Personal Data

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

Detailed Information on the Processing of Your Personal Data

Service Providers have access to Your Personal Data only to perform their tasks on Our behalf and are obligated not to disclose or use it for any other purpose.

Analytics

We may use third-party Service providers to monitor and analyze the use of our Service.

Google Analytics Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualise and personalise the ads of its own advertising network. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

Firebase Firebase is an analytics service provided by Google Inc. You may opt-out of certain Firebase features through your mobile device settings, such as your device advertising settings or by following the instructions provided by Google in their Privacy Policy:

<https://policies.google.com/privacy?hl=en> We also encourage you to review the Google's policy for safeguarding your data: <https://support.google.com/analytics/answer/6004245>. For more information on what type of information Firebase collects, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

Email Marketing

We may use Your Personal Data to contact You with newsletters, marketing or promotional materials and other information that may be of interest to You. You may opt-out of receiving any, or all, of these communications from Us by following the unsubscribe link or instructions provided in any email We send or by contacting Us.

We may use Email Marketing Service Providers to manage and send emails to You.

Mailchimp Mailchimp is an email marketing sending service provided by The Rocket Science Group LLC. For more information on the privacy practices of Mailchimp, please visit their Privacy policy: <https://mailchimp.com/legal/privacy/>



Behavioral Remarketing

The Company uses remarketing services to advertise on third party websites to You after You visited our Service. We and Our third-party vendors use cookies to inform, optimize and serve ads based on Your past visits to our Service.

Google Ads (AdWords) Google Ads (AdWords) remarketing service is provided by Google Inc. You can opt-out of Google Analytics for Display Advertising and customise the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads> Google also recommends installing the Google Analytics Opt-out Browser Add-on – <https://tools.google.com/dlpage/gaoptout> – for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

Twitter Twitter remarketing service is provided by Twitter Inc. You can opt-out from Twitter's interest-based ads by following their instructions: <https://support.twitter.com/articles/20170405> You can learn more about the privacy practices and policies of Twitter by visiting their Privacy Policy page: <https://twitter.com/privacy>

Facebook Facebook remarketing service is provided by Facebook Inc. You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/164968693837950> To opt-out from Facebook's interest-based ads, follow these instructions from Facebook:

<https://www.facebook.com/help/568137493302217> Facebook adheres to the Self-Regulatory Principles for Online Behavioural Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA <http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings. For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

Payments

We may provide paid products and/or services within the Service. In that case, we may use third-party services for payment processing (e.g. payment processors).

We will not store or collect Your payment card details. That information is provided directly to Our third-party payment processors whose use of Your personal information is governed by their Privacy Policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

Apple Store In-App Payments Their Privacy Policy can be viewed at <https://www.apple.com/legal/privacy/en-ww/>

Google Play In-App Payments Their Privacy Policy can be viewed at <https://www.google.com/policies/privacy/>

GDPR Privacy

Legal Basis for Processing Personal Data under GDPR

We may process Personal Data under the following conditions:

Consent: You have given Your consent for processing Personal Data for one or more specific purposes.

Performance of a contract: Provision of Personal Data is necessary for the performance of an agreement with You and/or for any pre-contractual obligations thereof.



Legal obligations: Processing Personal Data is necessary for compliance with a legal obligation to which the Company is subject.

Vital interests: Processing Personal Data is necessary in order to protect Your vital interests or of another natural person.

Public interests: Processing Personal Data is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Company.

Legitimate interests: Processing Personal Data is necessary for the purposes of the legitimate interests pursued by the Company.

In any case, the Company will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

Your Rights under the GDPR

The Company undertakes to respect the confidentiality of Your Personal Data and to guarantee You can exercise Your rights.

You have the right under this Privacy Policy, and by law if You are within the EU, to:

Request access to Your Personal Data. The right to access, update or delete the information We have on You. Whenever made possible, you can access, update or request deletion of Your Personal Data directly within Your account settings section. If you are unable to perform these actions yourself, please contact Us to assist You. This also enables You to receive a copy of the Personal Data We hold about You.

Request correction of the Personal Data that We hold about You. You have the right to to have any incomplete or inaccurate information We hold about You corrected.

Object to processing of Your Personal Data. This right exists where We are relying on a legitimate interest as the legal basis for Our processing and there is something about Your particular situation, which makes You want to object to our processing of Your Personal Data on this ground. You also have the right to object where We are processing Your Personal Data for direct marketing purposes.

Request erasure of Your Personal Data. You have the right to ask Us to delete or remove Personal Data when there is no good reason for Us to continue processing it.

Request the transfer of Your Personal Data. We will provide to You, or to a third-party You have chosen, Your Personal Data in a structured, commonly used, machine-readable format. Please note that this right only applies to automated information which You initially provided consent for Us to use or where We used the information to perform a contract with You.

Withdraw Your consent. You have the right to withdraw Your consent on using your Personal Data. If You withdraw Your consent, We may not be able to provide You with access to certain specific functionalities of the Service.

Exercising of Your GDPR Data Protection Rights

You may exercise Your rights of access, rectification, cancellation and opposition by contacting Us. Please note that we may ask You to verify Your identity before responding to such requests. If You make a request, We will try our best to respond to You as soon as possible.

You have the right to complain to a Data Protection Authority about Our collection and use of Your Personal Data. For more information, if You are in the European Economic Area (EEA), please contact Your local data protection authority in the EEA.

Facebook Fan Page

Data Controller for the Facebook Fan Page



The Company is the Data Controller of Your Personal Data collected while using the Service. As operator of the Facebook Fan Page (<https://facebook.com/denticalc/>), the Company and the operator of the social network Facebook are Joint Controllers.

The Company has entered into agreements with Facebook that define the terms for use of the Facebook Fan Page, among other things. These terms are mostly based on the Facebook Terms of Service: <https://www.facebook.com/terms.php>

Visit the Facebook Privacy Policy <https://www.facebook.com/policy.php> for more information about how Facebook manages Personal data or contact Facebook online, or by mail: Facebook, Inc. ATTN, Privacy Operations, 1601 Willow Road, Menlo Park, CA 94025, United States.

Facebook Insights

We use the Facebook Insights function in connection with the operation of the Facebook Fan Page and on the basis of the GDPR, in order to obtain anonymized statistical data about Our users.

For this purpose, Facebook places a Cookie on the device of the user visiting Our Facebook Fan Page. Each Cookie contains a unique identifier code and remains active for a period of two years, except when it is deleted before the end of this period.

Facebook receives, records and processes the information stored in the Cookie, especially when the user visits the Facebook services, services that are provided by other members of the Facebook Fan Page and services by other companies that use Facebook services.

For more information on the privacy practices of Facebook, please visit Facebook Privacy Policy here: https://www.facebook.com/full_data_use_policy

CCPA Privacy

Your Rights under the CCPA

Under this Privacy Policy, and by law if You are a resident of California, You have the following rights:

The right to notice. You must be properly notified which categories of Personal Data are being collected and the purposes for which the Personal Data is being used.

The right to access / the right to request. The CCPA permits You to request and obtain from the Company information regarding the disclosure of Your Personal Data that has been collected in the past 12 months by the Company or its subsidiaries to a third-party for the third party's direct marketing purposes.

The right to say no to the sale of Personal Data. You also have the right to ask the Company not to sell Your Personal Data to third parties. You can submit such a request by visiting our "Do Not Sell My Personal Information" section or web page.

The right to know about Your Personal Data. You have the right to request and obtain from the Company information regarding the disclosure of the following:

The categories of Personal Data collected

The sources from which the Personal Data was collected

The business or commercial purpose for collecting or selling the Personal Data

Categories of third parties with whom We share Personal Data

The specific pieces of Personal Data we collected about You

The right to delete Personal Data. You also have the right to request the deletion of Your Personal Data that have been collected in the past 12 months.

The right not to be discriminated against. You have the right not to be discriminated against for exercising any of Your Consumer's rights, including by:



Denying goods or services to You

Charging different prices or rates for goods or services, including the use of discounts or other benefits or imposing penalties

Providing a different level or quality of goods or services to You

Suggesting that You will receive a different price or rate for goods or services or a different level or quality of goods or services.

Exercising Your CCPA Data Protection Rights

In order to exercise any of Your rights under the CCPA, and if you are a California resident, You can email or call us or visit our “Do Not Sell My Personal Information” section or web page.

The Company will disclose and deliver the required information free of charge within 45 days of receiving Your verifiable request. The time period to provide the required information may be extended once by an additional 45 days when reasonable necessary and with prior notice.

Do Not Sell My Personal Information

We do not sell personal information. However, the Service Providers we partner with (for example, our advertising partners) may use technology on the Service that “sells” personal information as defined by the CCPA law.

If you wish to opt out of the use of your personal information for interest-based advertising purposes and these potential sales as defined under CCPA law, you may do so by following the instructions below.

Please note that any opt out is specific to the browser You use. You may need to opt out on every browser that you use.

Website

You can opt out of receiving ads that are personalized as served by our Service Providers by following our instructions presented on the Service:

From Our “Cookie Consent” notice banner

Or from Our “CCPA Opt-out” notice banner

Or from Our “Do Not Sell My Personal Information” notice banner

Or from Our “Do Not Sell My Personal Information” link

The opt out will place a cookie on Your computer that is unique to the browser You use to opt out. If you change browsers or delete the cookies saved by your browser, you will need to opt out again.

Mobile Devices

Your mobile device may give you the ability to opt out of the use of information about the apps you use in order to serve you ads that are targeted to your interests:

“Opt out of Interest-Based Ads” or “Opt out of Ads Personalization” on Android devices

“Limit Ad Tracking” on iOS devices

You can also stop the collection of location information from Your mobile device by changing the preferences on your mobile device.

“Do Not Track” Policy as Required by California Online Privacy Protection Act (CalOPPA)

Our Service does not respond to Do Not Track signals.



However, some third party websites do keep track of Your browsing activities. If You are visiting such websites, You can set Your preferences in Your web browser to inform websites that You do not want to be tracked. You can enable or disable DNT by visiting the preferences or settings page of Your web browser.

Children's Privacy

Our Service does not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 13 without verification of parental consent, We take steps to remove that information from Our servers.

We also may limit how We collect, use, and store some of the information of Users between 13 and 18 years old. In some cases, this means We will be unable to provide certain functionality of the Service to these users.

If We need to rely on consent as a legal basis for processing Your information and Your country requires consent from a parent, We may require Your parent's consent before We collect and use that information.

Links to Other Websites

Our Service may contain links to other websites that are not operated by Us. If You click on a third party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.