

Privacy policy

Bloom(the "Website") strives to provide you with the greatest possible experience in order for you to enjoy our service. We place a high value on your privacy and the protection of your personal data, and we will continue to do so. As a result, we'd want to clearly explain how and why we collect, store, share, and use your personal data, as well as the options and choices you have over when and how you disclose it. That is our goal, and the next sections of this Privacy Policy ("Policy") will explain what we mean in further detail.

This Privacy Policy covers the use of Bloom, a service that allows users to register, connect with customer service representatives or dentists, and track orthodontic treatment ("Service" or "Company Service"). AMPA Orthodontics Private Ltd owns and operates the Company Service ("Company" "we" or "us", which terms would include successors and assigns). Any natural or legal person who has chosen to become a customer/user on the Website and/or App by providing personal information may be referred to as "You"/"Your" for the purposes of this Privacy Policy.

The terms and conditions mentioned in this Policy govern your use of the Company Service, as well as the Website.

Please read this Privacy Policy carefully to learn about the Company's policies and practises with respect to the information it collects. By using the Website and Company Services, you agree to be bound by all of the provisions of this Privacy Policy and to the Company's collection, use, disclosure, retention, and protection of your personal information as set forth herein. Do not use or use the Website or Company Service if you do not want to supply the information requested by the Company or if you do not agree to the terms of the Privacy Policy.

Please contact us at the email address listed at the bottom of this Privacy Policy if you have any questions, concerns, or comments regarding it.

The Company reserves the right to change/modify this Privacy Policy at any time and in its sole discretion, and your continued use of the Company Services following any such changes/modifications is deemed acceptance of such change/modification. You should check our Privacy Policy for updates on a regular basis.

1. What personal data or information does the Company / Website / App collect from You?.

Company collects two types of information from You:

- 1.1. Personally Identifiable Information (PII) is data that may be used to identify a specific individual. We may require you to give some information about yourself when you engage in a transaction through the Company Service, such as filling out forms, creating an account, sending feedback, or otherwise availing or participating in the Company Service (collectively, "Identification Activities"). If you choose to participate in an Identification Activity, you may be asked to provide personal information such as your name, email address, postal address, username and password, phone and/or fax number, date of birth, other household information about you and your family, such as gender or product use preferences and/or behaviours, health information, dental history, photographs or videos, and/or any other information you may be asked to provide. We may also ask for other information, such as credit card information, when you register for and use the Company Service. Some of the information we may request in connection with any Identification Activity may be designated as required or voluntary. You will not be permitted to engage in an Identification Activity with the Company Service if you fail to supply any mandatory information for that Identification Activity. Some of the Personal Data handled, such as Personal Data about your health, may be considered sensitive. We only use this information to fulfil our commitments to you and your licenced dental care provider, as well as to supply you and your licenced dental care provider with our goods and services.
- 1.2. Non-Personally Identifiable Information (NPI) is data that cannot be used to identify a specific individual. This type of information could include things like the browser you're using, your IP address, mobile carrier information, mobile device information, information collected through cookies, web beacons, pixel tags, and other tracking technologies, or general and/or aggregated location data that isn't personally identifiable.

When you visit or use the Company Service, we and/or our authorised third-party service providers may collect this information automatically using electronic tools such as cookies, web beacons or pixel tags, advertising ID or similar identifier, information about your device's operating system, and information about how you use the website.

Non-Personally Identifiable Information may be used to troubleshoot, administer the Company Service, analyse trends, collect demographic data,

comply with applicable law, and cooperate with law enforcement actions. We may also share this information with our authorised third-party service providers in order to assess the overall effectiveness/efficiency of our products and services, allowing us to tailor and improve your experience on the Website.

2: Public Content.

The information you intentionally supply and/or share through the Company Service, including but not limited to your reviews, tips, check-ins, comments, likes, bookmarks, friends, lists, compliments, and account profile, is meant for public consumption or on a public forum. We may use the Company Service to display this information, share it with businesses, and disseminate it to a wider audience through third-party sites and services. It is expressly stated that any content that You share or upload on the public platform through the Company Service, including any text, data, information, images, photographs, video, or any other information that you may upload, transmit, or store through the Company Service, will remain your property and you will be solely responsible for it. We reserve the right to use/reproduce any content you post to the public platform, and you agree to grant Us a royalty-free, irrevocable, unconditional, perpetual, and global licence to utilise the content for justifiable business purposes.

3: Communications.

You consent to receive messages from other users of the Company Service, businesses, and the Company itself when you visit website or use certain aspects of the Company Service. Your information may also be used to contact you about and/or promote and advertise our own goods and services that may be of interest to you. We may also use your information to contact you via text and voice messages about and/or to promote and market these goods and services if you give us permission.

If you do not want to receive emails from us, you can opt-out by sending an email to the address listed at the bottom of this Privacy Policy or by clicking the "unsubscribe" button at the bottom of any of our e-mails. Please be aware that you will not be able to opt-out of receiving Administrative Emails.

"Administrative Emails" refers to any change or modification of legal policy, administrative policy, service policy, or any other policy as applicable, as well as any activity related to the Company Service, such as emails about your account, requests or inquiries, and purchases of products and services. The treatment you receive from your licensed dental provider is not conditioned on your consent to receive promotional and/or marketing communications.

If you send communications to others through the Company Service, we may retain such information in order to process and deliver them, as well as to allow you to manage them. We may also evaluate and share that information in conjunction with investigations into the Company Service's operation and usage. We may refuse to deliver messages that we deem offensive, such as spam or offers for pay in exchange for evaluations. We may also save information you give us via phone conversations, WhatsApp messaging, letters, emails, and other electronic messages, as well as information you give us in person. If you are a representative of a company listed on the Company Service, we may contact you using the contact information you provide us, including by phone or email.

4: Release of Personally Identifiable Information.

We will not sell or share your Personally Identifiable Information with third parties unless required by law, unless you have given your consent, or unless otherwise stated in this Privacy Policy. We reserve the right to disclose your Personally Identifiable Information as required by law, with your consent, and when we believe that such disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process served on us, enforce or apply this Privacy Policy, Terms of Service, or other agreements, or protect the rights, property, or safety of the Company Service, users of the Company Service, or others, or for any other reason. We may also use/share the pictures and videos you share through the Company Service in a way that does not identify You for reasonable business purposes.

5: Release of Non-Personally Identifiable Information.

Non-Personally Identifiable Information may be disclosed or shared with third-party service providers and the general public. For example, to administer the Company Service, we may share aggregated demographic information (which does not include any Personally Identifiable Information) or use third-party service providers to track and analyse Non-Personally Identifiable usage and volume statistical information from our users. This aggregated information may also be published for promotional purposes. When you use the Company Service, we may use third-party service providers to serve ads. These companies may use Non-Personally Identifiable Information about your visits and use of the Company Service, as well as visits to other websites or locations, to provide advertisements about goods and services that may be of interest to you via network tags.

6: Choices on Collection/Use of Information.

You can always refuse to provide any information you do not want to share. However, certain information is required in order to engage and participate in the Company Service. Other users may be able to identify you or associate you with your account if you include Personally Identifiable Information in publicly posted content. Please keep in mind that messages sent or received through the Company Service are only private to the extent that both you and the person with whom you are communicating keep them private. For example, if you send a message to another user and that user chooses to publicly post it, the Company will not be liable for such disclosure, and the terms of this Privacy Policy do not apply to such information sharing. Furthermore, the Company may access and disclose such messages in the course of any investigation into the use of the Company Service.

7. Social Media

If you remark or review on Facebook, Twitter, Instagram, or any other social media site with public account settings, we will be able to extract your product reviews from those sites and put them on our Website and/or App. This is so that we can share your thoughts on our products with our website and/or app visitors. Your comments will be vetted by us before being published on our website and/or app. You represent and warrant that you are eighteen (18) years of age or older by posting or otherwise making available any content about your Bloom experience on a public social media platform, and by responding "yes" if we ask for your permission to re-post content on our owned channels, such as Facebook, Pinterest, YouTube, Twitter, Instagram, and others, and that you agree to the terms and conditions listed on our page on the Website.

8. Data Tracking

We may store cookies on your computer or other similar device through which you access the Company Service to make your experience with it easier and more personalised. You agree and consent to the Company placing cookies on your computer, mobile device, or any other device you use to access the Company Service by using the Company Service.

A cookie is a little text file that stores information about you on your computer or other device. We may set cookies on your mobile/computer or other similar device via which you access the Company Service in order to track and target your interests and gather information from you in order to make your user experience with the Company Service easier and more personalised. Third Party Service Providers may be used to display adverts on the Company Service, and as part of their service, they may place distinct cookies on your computer or similar device. These cookies are not accessible to us, and we have no control over them. This Privacy Policy only applies to the Company

Service's use of cookies; it does not apply to any Third-Party Service Provider's use of cookies. Most browsers/apps accept cookies by default; however, you may be able to decline cookies by modifying your browser/mobile settings. Some portions of the Company Service may not function properly if you reject or delete these cookies.

Please keep in mind that we only collect your Personally Identifiable Information in order to run our business and provide and improve our services. We do not, under any circumstances, sell or trade your Personally Identifiable Information to a third party.

This Privacy Policy solely applies to how we use and disclose the data we receive from you via the Company Service, Website, and/or App. Other websites or services that you may access through the Company Service may have their own privacy policies and practises for data collection, use, and disclosure. We strongly advise you to read the privacy policies of any website you use or visit. Third-party policies and practises are not our responsibility.

9. Privacy Settings

You may have restricted access to privacy settings as a user. These options allow you to hide information from other users and/or the general public. It is your responsibility to choose the right privacy settings. Please cease using the Company Service if you don't agree with the privacy options accessible.

10. Trademark, copyright and Restrictions

The Company is in charge of the Website and/or App, as well as the Company Service. Copyrights, trademarks, and other intellectual property rights safeguard any material on the Website and/or App, including but not limited to logos, photographs, drawings, and video clips (" Proprietary Material"). You must not copy, reproduce, republish, upload, post, transmit, or distribute such Proprietary Material in any manner, whether directly or indirectly, including by email or other electronic means, and you must not assist anyone else in doing so. Any use of the Property Material for any purpose is banned and constitutes a violation of copyrights, trademarks, and other proprietary rights.

11. Children's Privacy

Bloom does not plan to collect any information from children under the age of eighteen (18) unless it is provided by a parent or guardian. While we cannot prevent children from using the Website and/or App, we do not collect any Personal Information unless the person giving the information is at least 18 years old. If you believe your child under the age of 18 has provided us with Personal Information that you would like to review or have deleted, or if you have any questions regarding how our Sites gather information from children, please contact us at bloom.aligners@gmail.com.

12. Your Rights

You may contact us at the address or email mentioned below if you have rights to access, disclosure, revision, or deletion (as defined by relevant legislation).

13. Customer Service

You may contact us at bloom.aligners@gmail.com if you require any assistance or have any questions or concerns about this Privacy Policy or the processing or use of information submitted by you in connection with the Company Service.