

## PRIVACY STATEMENT

We, at ExpressWhitening, recognize the sensitive nature of your personal information. We are committed to protecting your privacy at all times. To this end, we want you to understand the information we will collect about you and how we use this information. Accordingly, we have prepared this document which explains the ExpressWhitening.com. privacy policy. This policy is applicable to all consumers who are customers or former customers.

**What Kinds of Information:** In order to process your order, it is important to have accurate information about you. The information collected may include information such as your name, address, telephone number, email address, age, and credit card details. In this policy, we refer to this information as "private information."

**How We Use Private Information:** We use this information to fulfill an online order for ExpressWhitening products and services. We also may use this information communicate with you, such as to notify you regarding submitted orders or lab work details if necessary. We may also use this information to offer our products or services to you or to include you in money-saving offers for ExpressWhitening products and services only. **We do not, under any circumstances, sell or share your personal information to outside parties.**

We sometimes use the non-personally identifiable information that we collect to improve the design and content of our site and to enable us to provide a more tailored interface for individual Users. We also may use this information to analyze site usage, as well as to offer you products, programs, or services.

We may disclose any User's personally identifiable information in response to legal process, for example, in response to a court order or a subpoena. We also may disclose such information in response to a law enforcement agency's request.

**Keeping Your Information Private:** We take steps to safeguard customer information. We maintain physical, electronic, and procedural safeguards that comply with federal standards to guard your customer information against unauthorized access. We also take appropriate corrective action when needed to enforce employee compliance with our procedures with respect to the privacy of client information. We may also ask you for personal information in order to verify your identity when you request assistance from us.

If we work with other companies who provide services on our behalf or in the case of jointly offered products, we will maintain contracts with our partners which will require them to comply with our Privacy Policy and to keep this information secure and confidential.

Agents and contractors of ExpressWhitening who have access to personally identifiable information are required to protect this information in a manner that is consistent with this Privacy Notice by, for example, not using the information for any purpose other than to carry out the services they are performing for ExpressWhitening.

**Privacy Online:** Our system safeguards include the use of encryption to protect the confidentiality of data that you transmit to us over the Internet. When you visit our website, we may collect and store information about your visit on an anonymous, aggregate basis. This information may include information such as the time and length of your visit, and the pages you looked at on our site. No confidential information is collected from you online, unless you have provided it to us. We use this information only to measure site activity and to develop ideas for improving our sites.

We strongly urge you to use 128-bit encryption. Your level of encryption can be found for Internet Explorer by clicking [www.microsoft.com](http://www.microsoft.com) or in Netscape Communicator or Navigator by clicking [www.netscape.com](http://www.netscape.com). If you are using a browser other than Microsoft's Internet Explorer or Netscape's Communicator or Navigator please check directly with your browser's software publisher.

Although we take all possible precautions to safeguard your information, you should never send confidential information via e-mail. The e-mails you send us are not secure. Customers always have the option of mailing or calling us to provide any information they wish to keep confidential.

**Cookies:** Cookies are pieces of data assigned by our web server and stored on your computer's hard drive for later retrieval. This helps us recognize you the next time you visit our site. We will not use cookies to record information that will enable anyone to contact you via telephone, e-mail, or regular mail.

You can set your browser to reject cookies or to reject cookies when you are just browsing and accept cookies when you want to conduct

online transactions. For instructions on how to accept or reject cookies you may go to Netscape Communicator or Navigator: at [www.netscape.com](http://www.netscape.com) and click on 'Browser Central,' or, Internet Explorer : at [www.microsoft.com](http://www.microsoft.com). Go to the help menu, and click "online support." If you are using a browser other than Microsoft's Internet Explorer or Netscape's Communicator or Navigator, please check directly with your browser's software publisher. We may use a third party tracking service to track information about your visit to our site for market research.

**How to Contact Us:** If you have any questions or concerns about this policy or its implementation you may contact us at **[CustomerCare@ExpressWhitening.com](mailto:CustomerCare@ExpressWhitening.com)**.