

## **Delta Dental of Oklahoma Web Sites Privacy Policy**

### **Scope**

The following web sites, (the "Sites"), are considered to be within the scope of this Web Sites Privacy Policy:

*DeltaDentalOK.org* and all related subdomains thereof

*OK.PatientDirect.net* and all related subdomains thereof

### **Privacy Policy**

This privacy policy describes Delta Dental of Oklahoma's (DDOK's) current policies and practices with regard to Personally Identifiable Information collected, processed, stored, maintained, and disposed of by DDOK through its web sites, (which are enumerated in the "Scope" section above.) Please remember that any information, including personal information, that you reveal in a public forum, such as a mail list, chat room, or bulletin board, is not subject to this Privacy Policy, may be seen by third parties not related to DDOK, and may be used by them to contact you or for unauthorized purposes. If you also connect to a third party site from a link on DDOK's web sites, any information you reveal on that site is not subject to this Privacy Policy. Please consult the privacy policies of each and every site you visit.

DDOK reserves the right to disable end users' ability to connect to these Sites using unsecure or deprecated protocols, such as SSL v3 or TLS 1.0, for instance. DDOK is not responsible for the unavailability of the web sites due to end users' usage of unsecure or deprecated protocols.

### **Security Practices**

DDOK is a "Covered Entity" as defined in § 160.103 (3) of the Health Insurance Portability and Accountability Act of 1996 (HIPAA). We comply with all applicable state and federal regulations for HIPAA IT Security compliance. Our compliance staff works diligently to assure compliance with HIPAA and other laws and regulations affecting DDOK.

### **Personally Identifiable Information**

The term "Personally Identifiable Information" refers to information about you, such as your name, birth date, Social Security number, email address or mailing address, dependent information, telephone number, and any other information that is identified with you personally, including your individual health information.

DDOK does not collect personally identifiable information from our web sites unless you voluntarily and explicitly provide it through the use of an online account. DDOK maintains technical, physical, and administrative security and privacy safeguards to protect this information.

### **Website User Surveys**

DDOK will never provide your email address to a third party without your consent.

Spotlight subscribers must agree to participate in marketing surveys from a third party.

By agreeing to participate, you will receive electronic communications by unencrypted email that may include information regarding your benefits, treatment, payment and healthcare operations. The website user will assume any risks that may come from communicating electronically. When using an unencrypted email, these communications can possibly be accessed by someone other than the intended recipient. The website user will not have to consent to purchasing any goods or services. The website user may rescind this consent at any time.

## **Registration**

You may browse our web sites without any registration process. However, interactive sections require a User ID, password, and a valid email address. Unauthorized access to interactive sections is strictly prohibited. Our registration process requires you to give us unique identifying information. We use this information to verify that only registered users are accessing our sections containing confidential information. This registration process is specific to our members, dentists, clients, and brokers, and not all information is made available to all types of registrants.

## **User ID, Passwords, and E-mail Addresses**

User IDs and passwords are considered confidential. If you suspect unauthorized use of your User ID and password, notify us immediately so we may deactivate them. You agree that you are responsible for maintaining the confidentiality of your user name and password and you are responsible for all uses of your user name and password. You may not share your password with or transfer your password to any third party.

## **How to access or correct your personally identifiable information**

DDOK maintains a process for Oklahoma individual consumers who are enrolled in Delta Dental Patient Direct, Delta Dental PPO, and Delta Dental PPO-Point of Service, whereby the consumer may visit DDOK's commercial web site to review and request changes to his or her personally identifiable information that is collected through its web site. A member user ID and password is required to access information. After logging in, the user may select "Update My Profile" from the menu and click "Update" to edit their personal information.

Individual consumers who are enrolled in a plan other than the plans listed above may request changes by sending a request in writing to DDOK at the address listed below.

## **Sharing of information**

DDOK does not sell or rent your information. DDOK will share your Personally Identifiable Information with certain third-party vendors to conduct certain functions of our business and to provide you with services and products. Categories of services provided by these third-party vendors include: complying with valid legal requirements such as a law, regulation, search warrant, subpoena, or court order; or in special cases, such as physical threat to you or to others. Information may also be disclosed to DDOK vendors and suppliers where it is necessary to provide you with products and services related to the better operation and maintenance of "DDOK's web sites". DDOK will attempt to ensure that each of our suppliers or vendors do not utilize your Personally Identifiable Information for any purpose other than providing us or you with products or services, such as giving "leads" to certain geographically-related affiliates. However, this is not a guarantee that these entities will comply with these restrictions.

DDOK may share Personally Identifiable Information with persons or organizations within or outside of DDOK as required or permitted by law. To ensure DDOK is able to provide high quality services that are responsive to your needs, you agree that DDOK may have access to your online account and records as reasonably necessary to investigate complaints and to conduct the business of DDOK in providing services to you.

## **Cookies and anonymous technical information**

Our system may track or collect anonymous technical information such as browser types, operating systems, and search content so we may constantly improve our site.

DDOK may collect information about you and your use of our site through the utilization of "cookies" and other tracking methods. Cookies are small files transferred to a client computer's hard drive that allow us to know how often someone visits the site, and the activities these customers conduct while on our web site. This information assists us in generating more personalized web site content and advertising for

your convenience and use. Some sponsors and advertisers who are linked with our site may also use these cookies when you select their advertisement. DDOK cannot control sponsors' and advertisers' use of cookies or how they manage the information gathered by these cookies and is not liable for third parties' use of cookies or other tracking methods.

#### **Email policy (use of your email address)**

If you are an enrollee in one of our plans, we may use your email address to contact you with information about your plan or to send you information to which you have subscribed or requested from us. Email submissions over the internet may not be secure and are subject to the risk of interceptions, viewing, alteration, and copying by third parties. Please consider this fact before emailing any personal or confidential information.

If you are someone who does business with us, (e.g., a broker or dental professional in our network), or a potential customer, we may use your email address to contact you with information about our products and services and other important company news that is relevant to your future or current business relationship with us.

Remember, if you decide that you'd like to stop receiving email from us, you can "opt out" by following the instructions included in each email or newsletter.

If you have any problems with opting out or canceling your subscription, send an email to [CustomerService@DeltaDentalOK.org](mailto:CustomerService@DeltaDentalOK.org), indicate "opt-out" in the subject line, and describe the problem in the body of the message.

#### **Children**

DDOK does not knowingly collect personal data from individuals who are not considered adults by age according to state law. DDOK does not intend to contract with children and requires web site users to be of legal age. If you are not an adult, please do not give us any Personally Identifiable Information. If you have reason to believe that a child has provided Personally Identifiable Information to Delta Dental, please contact us and we will attempt to delete that information from our databases.

#### **Material Changes**

DDOK is continually improving and adding new functionality and features to its web sites and improving and adding to our existing products, services, and programs. Because of these ongoing changes, changes in the law, and the changing nature of technology, DDOK 's data practices will change from time to time. DDOK reserves the right, at its sole discretion, to change or discontinue, temporarily or permanently, its web sites at any time without notice. If a material change should occur in Delta Dental 's processes that will affect this Privacy Policy, DDOK will revise this policy and post the revised policy on DDOK's web sites.

#### **Limitation of Liability**

DDOK specifically disclaims any liability, whether based in contract, tort, negligence, strict liability or otherwise, from any direct, indirect, incidental, consequential, or special damages arising out of or in any way connected with access to, use of, or reliance on the materials or that arise in connection with mistakes or omissions in, or delays in transmission of, information to or from the user, interruptions in telecommunications connections to the web sites or viruses that may infect your computer equipment or other property, whether caused in whole or in part by negligence, acts of God, telecommunications failure, theft or destruction of, or unauthorized access to its web sites or the materials therein.

**Effective Date**

The effective date of this Privacy Policy is July 5, 2006.

**Revision Date**

The last revision date of this Privacy Policy is February 11, 2021.

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