

Delta Dental of Oklahoma Websites Privacy Policy

Scope

The following websites, (the "Sites"), are considered to be within the scope of this Websites Privacy Policy:

DeltaDentalOK.org and all related subdomains thereof
OK.PatientDirect.net and all related subdomains thereof

Privacy Policy

This privacy policy describes current policies and practices of Delta Dental of Oklahoma (DDOK) with regard to Personally Identifiable Information collected, processed, stored, used, disclosed, maintained, and disposed of by DDOK through its 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; the revealed information may be seen by third parties not related to DDOK, and may be used by the third party to contact you or for unauthorized purposes. If you connect to a third-party site from a link on DDOK's 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 when using unsecure or deprecated protocols, such as SSL v3 or TLS 1.0. DDOK is not responsible for the unavailability of the 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). DDOK complies with all applicable state and federal regulations for HIPAA IT Security compliance. DDOK's 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 its Sites unless you voluntarily and explicitly provide consent to do so through use of an online account. Collection, use and disclosure of Personally Identifiable Information may occur as a result of this consent, unless a law or regulation specifically requires or allows otherwise. DDOK maintains technical, physical, and administrative security and privacy safeguards to protect this information.

Please refer to Delta Dental of Oklahoma's Notice of Privacy Practices for additional information regarding consent for collection, use and disclosure of Personally Identifiable Information, as well as consequences of restricting, denying or withdrawing consent.

CONFIDENTIAL: *The information contained in this electronic document may contain personal, confidential and privileged information and is intended only for the sole use of the designated recipient. If you are not the intended recipient, please do not read, copy, distribute, use or disclose it to anyone else. If you have received this electronic document in error, please notify the Delta Dental of Oklahoma Compliance department, (800) 522-0188 or (405) 607-2100 and destroy this document received in error.*

Website User Surveys

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

Spotlight subscribers have the option to receive marketing surveys and other electronic information from a third party and/or DDOK.

By agreeing to accept, you may receive electronic communications by unencrypted email that 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 DDOK Sites without any registration process. However, interactive sections require a user name, password, and valid email address. Unauthorized access to interactive sections is strictly prohibited. DDOK's registration process requires you to give unique identifying information. DDOK uses this information to verify only registered users are accessing DDOK sections containing confidential information. This registration process is specific to DDOK members, dentists, clients, and brokers, and not all information is made available to all types of registrants.

User Names, Passwords, and E-mail Addresses

User names and passwords are considered confidential. If you suspect unauthorized use of your user name and password, notify DDOK immediately so they may be deactivated. 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 enrolled in Delta Dental Patient Direct, Delta Dental PPO, and Delta Dental PPO-Point of Service, whereby the consumer may visit DDOK's commercial website to review and request changes to his or her Personally Identifiable Information that is collected through DDOK's website. A member-specific user name and password are required to access information. After logging in, the user may select "Update My Profile" from the menu and click "Update" to edit personal information.

Individual consumers enrolled in a plan, other than the plans listed above, may request changes by sending a written request 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 specific business functions 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, including Dentist's data, 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 Sites. DDOK will attempt to ensure that suppliers or vendors do not utilize your Personally Identifiable Information for any purpose other than providing DDOK or you with products or services, such as giving

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“leads” to certain geographically-related affiliates. However, this attempt 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 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

DDOK’s public-facing websites may track or collect anonymous technical information such as browser types, operating systems, and search content, so DDOK may constantly improve its Sites.

DDOK may collect information about you and your use of DDOK’s Sites through the utilization of "cookies" and other tracking methods. Cookies are small files transferred to a client computer's hard drive that allows DDOK to know how often customers visit the Sites, and the activities these customers conduct while on the Sites. This information assists DDOK in generating more personalized website content and advertising for your convenience and use. Some sponsors and advertisers who are linked with DDOK’s Sites may also use these cookies when you select their advertisement. DDOK cannot control sponsors’ and advertisers’ use of cookies, or how they manage 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 DDOK’s plans, DDOK 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. 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 DDOK, (i.e., a broker or dental professional in our network), or a potential customer, DDOK may use your email address to contact you with information about products and services, and other important company news that is relevant to your future or current business relationship with DDOK.

If you decide that you'd like to stop receiving email or the electronic newsletter from DDOK, you can “opt-out” by following the instructions included in each email or newsletter.

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

Minors

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 minors and requires website users to be of legal age. If you are not an adult, please do not give DDOK any Personally Identifiable Information. If you believe a

minor has provided Personally Identifiable Information to DDOK, please notify DDOK of such. DDOK will attempt to delete that information from its databases.

Material Changes

DDOK is continually improving functionality and adding features to its Sites, as well as existing products, services, and programs. Due to 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 Sites at any time without notice. If a material change should occur in DDOK 's processes that will affect this Privacy Policy, DDOK will revise this policy and post the revised policy on DDOK's 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 connected with access to, use of, or reliance on the materials, or that arise in connection with mistakes, omissions, or delays in transmission of information to or from the user, interruptions in telecommunications connections to the 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 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 April 13, 2023.

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Date of Last Review: 05/01/2023