

Evismart Privacy Policy

Last Revised: March 5, 2025

Welcome to Evismart! This Privacy Policy explains how we collect, use, disclose, and protect your personal information. Evismart refers to our website, mobile applications ("Apps"), and associated services (collectively, the "Platform"). Formerly known as Evident, this rebranding reflects our ongoing commitment to enhancing our services. Any references to Evident in prior communications or materials should now be understood as referring to Evismart. Evismart is a brand owned and operated by Evident Inc., located at 600-675 Hastings Street, Vancouver, BC, Canada.

By accessing or using the Platform, you agree to the terms of this Privacy Policy and consent to the collection, use, and disclosure of your personal information as described herein.

1. What Personal Information Do We Collect?

Personal Information refers to any information that relates to an identifiable individual. It includes:

- **Identity Information:** Name, date of birth, gender, job title, profession, license number, username, and password.
- **Contact Information:** Email, address, postal code, and telephone numbers.
- **Purchase Information:** Products/services purchased, purchase dates, preferences, and interests.
- **Financial Information:** Credit/debit card or account details for payment processing.
- **Technical Information:** IP address, geolocation data, browser type, operating system, cookies, and device information.
- **Internet Activity Information:** Session data, page interactions, download errors, and browsing patterns.
- **Patient Information:** Uploaded patient data, including dental scans, photos, surgical plans, and prescriptions.
- **Social Media Activity Information:** Ratings, reviews, photos, and videos shared on social media.
- **Business Activity Information:** Order frequency, service details, and related transactions.

2. How Do We Collect Your Personal Information?

We collect personal information through:

- **Direct Interactions:** When you sign up, communicate with us, use our services, or upload patient information.
- **Automated Technologies:** Cookies, server logs, and similar tools that track browsing behavior.
- **Third Parties:** Analytics providers, payment processors, and marketing platforms.

3. Purposes for the Processing of Personal Information

We may process personal information for the purposes for which it was collected, as set out in this Privacy Policy, for other purposes permitted by law, or for other purposes with your consent. These purposes include:

Purpose	Category of Personal Information
To contact you and distribute relevant communications, healthcare information, promotional materials, and market research inquiries.	Identity, Contact
To communicate with healthcare providers and organizations where required for healthcare.	Identity, Contact, Patient
To provide tools, treatments, appliances, implants, and healthcare-related products/services.	Identity, Contact, Patient
To process payments, manage billing, and collect unpaid accounts.	Identity, Contact, Purchase, Financial
To use anonymous cases for teaching demonstration research, and statistical analysis.	Contact (anonymized)
For administrative activities, including resource allocation, reporting, and evaluation.	Identity, Contact, Purchase, Financial
To provide and improve Platform accessibility and functionality.	Technical, Internet Activity
To deliver necessary records to insurers for liability assessment.	Identity, Contact, Purchase, Patient

4. How Do We Use Your Personal Information?

We use personal information to:

- Provide and improve the Platform.
- Process payments and manage billing.
- Communicate with healthcare providers.
- Conduct research and education using anonymized data.
- Perform administrative functions.
- Comply with legal obligations and resolve disputes.

5. To Whom Do We Disclose Your Personal Information?

We may share personal information with:

- **Service Providers:** For hosting, analytics, payment processing, and marketing.
- **Law Enforcement and Regulatory Authorities:** When required by law.
- **Business Partners:** In mergers, acquisitions, or asset sales.

6. Cross-Jurisdictional Transfers

Personal information may be transferred to jurisdictions with differing privacy laws. We use legal mechanisms such as Standard Contractual Clauses to ensure compliance.

7. Protection of Your Personal Information

We implement physical, technological, and administrative safeguards to protect personal information. While we strive to ensure security, no system is entirely secure.

8. Retention of Personal Information

We only keep personal information for as long as necessary for the purposes for which it was collected, or as required to comply with applicable legal obligations and our document retention policies. *The length of time personal information is kept varies according to the nature of the information, applicable laws, industry standards, or internal retention policies, and it may extend beyond the end of an individual's relationship with us.* When the personal information collected is no longer required, we implement appropriate procedures for its secure disposal, including destruction, deletion, erasure, or conversion into an anonymous form.

9. Your Rights

Depending on your jurisdiction, you may have the right to:

- **Access:** Request a copy of your data.
- **Correction:** Rectify inaccurate or incomplete data.
- **Deletion:** Request deletion of personal information.
- **Restriction:** Limit processing of your data.
- **Data Portability:** Transfer data to another provider.
- **Objection:** Object to processing based on legitimate interests.
- **Withdraw Consent:** Revoke consent for data processing.

10. Automated Decision-Making and Profiling

We may use automated tools to analyze data for personalization and fraud prevention. You have the right to request human review of significant decisions.

11. Children's Privacy

The Platform is not directed at children under 13 (or 16 in certain jurisdictions). We do not knowingly collect data from children without parental consent.

12. Cookies and Tracking Technologies

We use cookies to enhance user experience. You can manage cookie preferences in browser settings. Disabling cookies may affect functionality.

13. Accessibility

We strive to make this Privacy Policy accessible to all, including individuals with disabilities. Contact us at privacy@evismart.com for alternative formats.

14. Data Breach Notification

In the event of a data breach, we will notify affected individuals and relevant authorities within the required timeframes, such as 72 hours under GDPR.

15. Changes to this Privacy Policy

We may update this Privacy Policy periodically. Continued use of the Platform constitutes acceptance of the updated terms.

16. Contact Us

For inquiries or to exercise your privacy rights, contact our Privacy Officer:

Privacy Officer: privacy@evidentdigital.com

Address: 600-675 Hastings Street, Vancouver, BC, Canada