

Evismart Privacy Policy

Last Revised: January 7, 2025

Welcome to Evismart! This Privacy Policy outlines how we collect, use, disclose, and protect your personal information. Evismart refers to the website, mobile applications ("Apps"), and associated services (collectively, the "Platform"), formerly known as Evident. The rebranding is part of our ongoing efforts to improve our services and better serve our users. 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., with its address 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:** Details about products/services purchased, purchase dates, preferences, and interests.
- **Financial Information:** Credit/debit card or account information for payment processing.
- **Technical Information:** IP address, geolocation data, browser type and version, operating system, cookies, and other technology on devices used to access the Platform.
- **Internet Activity Information:** Session data, page interactions, download errors, and browsing patterns.
- **Patient Information:** Personal health information of patients uploaded by users, such as dental scans, photos, surgical plans, and prescriptions.
- **Social Media Activity Information:** Content such as ratings, reviews, photos, and videos shared on social media.

- **Business Activity Information:** Frequency of orders, details of purchased services, and related activities.

2. How Do We Collect Your Personal Information?

We collect personal information through:

- **Direct Interactions:** When you sign up for an account, communicate with us, use our services, upload patient information, or participate in surveys.
- **Automated Technologies:** Cookies, server logs, and similar technologies collect data about your device and browsing behavior.
- **Third Parties:** We may receive personal information from 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 enable us to contact you and maintain communication with you, including, without limitation, to distribute healthcare information, book and confirm orders and requests, transmit promotional materials or newsletters that may be of interest to you, or contact you for market research purposes, all of which may be done using email, telephone, fax, or mail.	<ul style="list-style-type: none"> - Identity Information - Contact Information
To communicate with healthcare practitioners and/or other healthcare providers and organizations where required for healthcare.	<ul style="list-style-type: none"> - Identity Information - Contact Information - Patient Information
To provide you with tools, models, treatments, appliances, implants, removables, and other products/services related to the provision of healthcare to your patients.	<ul style="list-style-type: none"> - Identity Information - Contact Information - Patient Information

<p>To allow us or you to efficiently follow-up for billing and to collect unpaid accounts and to process payments in general.</p>	<ul style="list-style-type: none"> - Identity Information - Contact Information - Patient Information - Purchase information - Financial Information
<p>For teaching and demonstration purposes on an anonymous basis, meaning anonymous cases shall be used as demonstration cases, and for research and statistical analysis of data. The personally identifiable information to be used shall be irreversibly anonymized.</p>	<ul style="list-style-type: none"> - Contact Information
<p>For administrative/management activities such as planning resource allocation, reporting, or evaluation.</p>	<ul style="list-style-type: none"> - Identity Information - Contact Information - Purchase Information - Financial Information
<p>To provide you with access to our Platform and to enhance your convenient use of our Platform.</p>	<ul style="list-style-type: none"> - Technical Information - Internet Activity Information
<p>To deliver records to our insurance provider to enable them to assess liability and quantify damages, if any.</p>	<ul style="list-style-type: none"> - Identity Information - Contact Information - Purchase Information - Patient Information

4. How Do We Use Your Personal Information?

We process personal information for the following purposes:

- To provide and improve the Platform.
- To process payments and manage billing.
- To communicate with healthcare providers.
- For teaching, demonstration, and research purposes using anonymized data.
- For administrative and management activities.
- To comply with legal obligations and resolve disputes.

5. To Whom Do We Disclose Your Personal Information?

We 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 the case of mergers, acquisitions, or sales of assets.

6. Cross-Jurisdictional Transfers

Your personal information may be transferred to jurisdictions with differing privacy laws, including Canada, the United States, the European Union, and Australia. We use mechanisms such as Standard Contractual Clauses to ensure compliance with applicable laws.

7. Protection of Your Personal Information

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

8. Retention of Personal Information

We retain personal information for as long as necessary for its purpose or as required by law. Retention periods include:

- Identity and contact data: 7 years after your relationship with us ends.
- Patient data: 10 years.
- Financial data: Retained for tax and audit purposes.
- Technical data: Retained for 2 years.

9. Your Rights

Depending on your jurisdiction, you may have the following rights:

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

10. Automated Decision-Making and Profiling

We may use automated tools to analyze your 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 to children under 13 (16 in certain jurisdictions). We do not knowingly collect information from children without parental consent.

12. Cookies and Tracking Technologies

We use cookies to enhance your browsing experience. You can manage cookie preferences in your browser settings. Disabling cookies may limit Platform functionality.

13. Accessibility

We strive to make this Privacy Policy accessible to everyone, 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 required timeframes, such as 72 hours under GDPR.

15. Changes to this Privacy Policy

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

17. Contact Us

If you have any questions, concerns, or wish to exercise your rights, contact our Privacy Officer or Data Protection Officer:

- **Privacy Officer:** privacy@evidentdigital.com
- **Address:** 600-675 Hastings Street, Vancouver, BC, Canada