



## Privacy Policy

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Last Modified: October 5, 2015

Effective Date: October 31, 2014

Versah LLC (“Versah”) respects your privacy. This Privacy Policy is designed to help you understand how we collect and use the Personally Identifiable Information you decide to share, and help you make informed decisions when purchasing our products and communicating with us. This Privacy Policy applies to our website located at [www.versah.com](http://www.versah.com) and any correspondence or document specifically referring this Policy. Versah may be referred to here as “us”, “we”, or “our”.

If you have any questions or comments about this Privacy Policy or our privacy practices, please contact us by using one of the means listed on our Contact page, using subject line: Privacy Policy.

By using the Website, you agree with all of the terms of this Privacy Policy. If you do not agree to this Privacy Policy, then please do not use the Website.

### **I. PERSONALLY IDENTIFIABLE INFORMATION WE MAY COLLECT**

“Personally Identifiable Information” is information that identifies you as an individual, such as name, birth date, telephone number, e-mail address, credit card number, or dentist license number.

**We may collect Personally Identifiable Information in a variety of ways, including when:**

You contact us to request information by sending us an e-mail;

You register for a webinar, CLE, to receive our newsletter, or other service through our Website;

You register for an account or make a purchase through the Website or by phone;

You complete the questionnaire(s) on the Website, or authorize us to send you reminders, or other communications by e-mail;

You submit comments to us through a contact form; or

You participate in a survey, contest, or other promotion.

**We may use Personally Identifiable Information:**

To provide you the notifications you authorized such as purchase order confirmations and reminders regarding webinars;

To keep a record of your contact information and correspondence, and use it to respond to you, if you contact us;

To send administrative information, such as information regarding the Website and changes to our terms, conditions, or policies;

To respond to your inquiries and fulfill your requests;

If you enter into a contest or similar promotion we may use the information you provide to administer those programs;

For our business purposes, such as improving or modifying our Website, identifying usage trends, and operating and expanding our service offerings;

As we believe to be necessary or appropriate: (1) under applicable law; (2) to comply with legal process; (3) to respond to requests from public and government authorities; (4) to enforce our terms and conditions; (5) to protect our operations against, for example, security threats, fraud or other malicious activity; (6) to protect our rights, privacy, safety or property, and/or that of you or others using the Website; and (7) to allow us to pursue available remedies or limit the damages that we may sustain.

#### **Your Personally Identifiable Information may be disclosed:**

To identify you to anyone to whom you send messages through the Website;

To our third-party service providers that provide Website such as website hosting, payment gateway, information technology and related infrastructure, customer service, email delivery, analytics, and other similar Website;

To a third-party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business;

As we believe to be necessary or appropriate: (1) under applicable law; (2) to comply with legal process; (3) to respond to requests from public and government authorities; (4) to enforce our terms and conditions; (5) to protect our operations against, for example, security threats, fraud or other malicious activity; (6) to protect our rights, privacy, safety or property, and/or that of you or others using the Website; and (7) to allow us to pursue available remedies or limit the damages that we may sustain.

#### **California Do Not Track Notice:**

We do not track you over time and across third party websites to provide targeted advertising and therefore do not respond to Do Not Track (DNT) signals;

Third parties that have content embedded on the Website such as social networking connectors (e.g., Facebook, Twitter) may set cookies in your browser as well as obtain information about the fact that a web browser visited the Website from a certain IP address.

## **2. OTHER INFORMATION WE MAY COLLECT**

“Other Information” is any information that does not reveal your specific identity or does not directly relate to an individual, including, for example: (1) computer or device connection information, such as browser type and version, operating system type and version, device information, and other technical identifiers; (2) information collected through cookies and other technologies; (3) demographic information and other information provided by you; or (4) aggregated information, such as usage history and search history.

If we combine Other Information with Personally Identifiable Information, the combined information will be treated as Personally Identifiable Information for as long as it remains combined.

#### **How We May Collect Other Information**

We, and our third-party service providers, may collect Other Information in a variety of ways, including:

**Through your browser:** Certain information is automatically collected by most browsers or through your mobile device, such as your media access control (MAC) address, computer type, screen resolution, operating system name and version, language, and Internet browser type and version.

**Using cookies:** Our Website may use cookies and other technologies such as pixel tags and web beacons. These technologies help us provide a better Website to you, tell us which parts of our Website people have visited, and allow us to better measure the usability of our education tools, reminders, and other Websites. We treat information collected by cookies and other technologies as non-personal information. You have a variety of tools to control cookies and similar technologies, including controls in your browser to block and delete cookies.

**IP Address:** Your “IP Address” is a number that is automatically assigned to the computer that you are using by your Internet service provider (ISP). An IP Address may be identified and logged automatically in our server log files, or those of our website hosting vendor, whenever a user accesses the Website, along with the time of the visit and the page(s) that were visited.

**By aggregating information:** Aggregated Personally Identifiable Information does not personally identify you or any other user of the Website. We may aggregate information for a variety of reasons, for example, to calculate the percentage of our Website visitor’s users that live in a particular state or the pages visited most frequently.

### **How We May Use and Disclose Other Information**

We may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. If we are required to treat Other Information, such as IP addresses or other similar identifiers, as Personally Identifiable Information under applicable law, then we may use it as described in “How We May Collect Other Information” section above, as well as for all the purposes for which we use and disclose Personally Identifiable Information, but we will treat these identifiers as Personally Identifiable Information.

## **3. SECURITY MEASURES**

We use Volusion as the e-commerce shopping cart solution on our Website. Volusion uses the Secure Socket Layer (SSL) protocol to protect your information during transmission. The SSL protocol enables encryption of the information you provide us during your shopping and check-out process. Volusion also encrypts the credit card details it stores using SHA-2, 256-bit encryption. You can learn more about Volusion’s security practices in Volusion’s Terms of Service.

The communications on the remaining portion of our Website, including any submissions through available forms, are sent through the standard HTTP protocol and may be delivered using regular e-mail. Information sent over HTTP is not encrypted. E-mail, while convenient, does pose some risks (e.g., e-mail is not a secure form of communication, is unreliable, can be forwarded, etc.). Please be aware that no security measures are perfect or impenetrable. Therefore, neither we nor our vendors can guarantee and do not guarantee the security of the information you post on the Website or send through the Website. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

It is important for you to protect against unauthorized access to your computer and to take appropriate security measures to protect your information, including, for example, by using strong passwords, not sharing your passwords with anyone, securing your computer and mobile device, and other similar safeguards.

Please do not send us any sensitive (e.g., credit card numbers), confidential, or otherwise protected information using regular e-mail. If you have reason to believe that your interaction with us is no longer secure or your information has been compromised, please immediately notify us of the problem by contacting us using the means on our Contact page, subject: Privacy Policy, Security Measures.

## **4. THIRD PARTY WEBSITE; LINKS**

This Privacy Policy does not address, and we are not responsible for, the privacy, information or other practices of any third parties, including any third party operating any site or service to which the Website links. The inclusion of a link on the Website does not imply endorsement of the linked site or service by us or by our affiliates.

We are not responsible for the collection, usage and disclosure policies and practices of other organizations, such as your ISP, wireless service provider, Facebook, or Google.

This Privacy Policy does not apply to the practices of companies that we do not own or control or to individuals whom we do not employ, including any of the third parties to whom we may disclose user information as set forth in this Privacy Policy.

## **5. CHOICES AND ACCESS**

You may opt-out of receiving marketing-related emails (e.g., newsletters, CLEs) by following the unsubscribe instructions in any such message or by contacting us using the means provided on our Contact page. We will try to comply with your request(s) as soon as reasonably practicable.

If you do opt-out of receiving marketing-related e-mails, we may, from time to time, send you administrative messages regarding updates to our policies, your order details, and other transactional and administrative messages. Because this information is important to your interaction with us, you cannot opt-out from receiving transactional and administrative messages.

## **6. USE OF WEBSITE BY MINORS**

We do not knowingly collect Personally Identifiable Information from individuals under the age of 13 and the Website is not directed to individuals under the age of 13. We request that these individuals not use the Website.

## **7. INTERNATIONAL VISITORS**

The Website is controlled and operated from the United States, and is not intended to subject us to the laws or jurisdiction of any state, country or territory other than that of the United States. If any materials on the Website are contrary to the laws of the place where you are when you access them, then we ask you not to use the Website. You are responsible for informing yourself of the laws of your jurisdiction and complying with them. By using the Website, you consent to the transfer of information to the United States, which may have different data protection rules than those of your country.

## **8. UPDATES TO THIS PRIVACY POLICY**

We may change this Privacy Policy from time to time. Please take a look at the “Last Modified” legend at the top of this page to see when this Privacy Policy was last revised. Any non-material changes to this Privacy Policy will become effective when we post the revised Privacy Policy on the Website. When we change this Privacy Policy in a material way, we will either (1) post a notice on our Website along with the updated Privacy Policy, or (2) send you an e-mail to the e-mail address we have for you with a link to the updated Privacy Policy. Your use of the Website following the non-material changes or 5 days after any material changes means that you accept the revised Privacy Policy.

## **9. CONTACTING US**

If you have any questions about this Privacy Policy, you may contact us using the means on the Contact page , subject: Privacy Policy Questions.