

PRIVACY POLICY

DirectEndodontics SAS (hereinafter referred to as "DirectEndodontics") simplified joint-stock company, with a capital of 10,000 Euros, whose registered office is located at 91 rue du Faubourg Saint-Honoré, 75008 Paris, France, registered in the Register of Companies of Paris under number 949 471 460, represented by Mr Marc GORDON, acting in the capacity of President and having the required powers.

Direct Endodontics Privacy Policy describes the ways in which we collect, store, use, and protect your personal data and it is very important for you to check this Privacy Policy.

Direct Endodontics, as a company incorporated under French law, attaches particular importance to the respect for the privacy of the Users and of the confidentiality of their personal data, and is thus committed to processing the data in compliance with the applicable laws and regulations.

Direct Endodontics is committed to processing the data in compliance with the applicable laws and regulations, and in particular the website, and provides the User with a collection and processing of personal data in compliance with privacy under French Law No. 78-17 of January 6th, 1978, dite "Loi informatique, fichiers et libertés", and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereafter referred to as the "GDPR"). The Publisher (Refer to Article 1- Legal Notice), in its capacity as data controller, guarantees privacy for the Users of the Website.

This is DirectEndodontics's online Privacy Policy (Hereinafter referred to as "Policy"). This Policy applies only to activities engages by the Company in relation with its website <https://www.directendo.com/> or HTML interface ("Website") accessible by any electronic devices such as computers, laptops, smartphones, pads...etc. and does not apply to Directendo.com activities that are "offline" or unrelated to the Site. DirectEndodontics collects certain data on the usage of the Website. The data collected by the Website can include information such as your localization and your profession. You may also be asked

to provide personally identifiable information on the website, which may include your name, address, telephone number, professional license number, and e-mail address. This information can be gathered when you open a Customer Account on the Site or make purchases via the Website. In all such cases, you have the option of providing us with personally identifiable information except when mandatory to provide our services.

DEFINITIONS

“Personal data” means any information relating to an identified or identifiable natural person, i.e. a person who can be identified, directly or indirectly, by reference to an identification number or to one or more factors specific to him/her.

“Processing of personal data” means any operation or combination of operations which relates to personal data, whatever the process used, including the collection, the record, the organization, the storage, the adaptation or the consultation, the use, the disclosure by any manner such as transmission, dissemination or otherwise making available, combined, blocking or destruction.

“Healthcare professionals” means a person practicing with a valid professional license in the dentistry sector.

“User(s)” means a Healthcare professional(s) or someone acting on its behalf that browses the Website without opening a Customer Account.

“User(s) Customer Account” means a Healthcare professional(s) or someone acting on its behalf that opens a Customer Account but does not make any order on the Website.

“Customer(s)” means a Healthcare professional(s) or someone acting on its behalf that opened a Customer Account and make an order on the Website.

ARTICLE 1 – LEGAL NOTICE

The content of this Website is provided by the Editor

DIRECT ENDODONTICS S.A.S

Capital of 10 000€ (Dix mille euros)

Head Office: 91 rue du Faubourg Saint Honoré, 95008 PARIS

DIRECTOR OF THE PUBLICATION & DATA CONTROLLER

Mr. Marc GORDON, President

Hereinafter referred to as the "Publisher".

ARTICLE 2 – DATA COLLECTION AND PROTECTION

DirectEndodontics collects data from Users' Customer Account and Customers in order to propose services such as selling Products.

The mandatory or optional nature of the data provided by User in order to complete the Users' registration for creation of a Customer Account or to get services is indicated at the time of collection on the forms to be filed by User.

Any order implies the creation of a Customer Account since it is mandatory to identify the purchaser to deliver the products ordered.

Furthermore, the User shall be a professional and any data necessary to prove it will be kept by the Editor such as professional license number for compliance purposes.

The personal data able to be collected on the Website is used by the Editor for the management of the relations with the User.

Personal data collected by Direct Endodontics on the Website <https://www.directendo.com/> is:

- First name
- Last name
- Profession
- Phone number
- E-mail address
- Professional license number
- Country of medical practice
- Postal address

Purposes

The personal data collected by DirectEndodontics during the provision of the Services is:

- Either necessary for the performance of the contracts concluded with the Users,
- Either to allow DirectEndodontics to pursue its legitimate interests while respecting the rights of the Users.
- Either processed based on the Users' consent.

The purposes for which DirectEndodontics processes data are the following:

- Creation of Customer Account ;
- Registration to the Newsletter to receive commercial information from the Editor ;
- Registration to receive free samples (Cf. specific conditions) ;
- Response to Customer messages sent to the following email address welcome@directendo.com or to the following URL: <https://www.directendo.com/Contact>

Recipients of the personal data

The personal data collected is intended for DirectEndodontics Internal department that processes the data, Marketing, Accounting and Subcontractors.

It may be transmitted to DirectEndodontics, or to third-party suppliers which the Company uses within the context of the performance of its Services.

In this context, once your personal data are collected, their final destination is France. None of the information is communicated outside of France.

DirectEndodontics ensure the protection and security of this personal data, in compliance with applicable rules and regulations.

All personal data will not transferred to third parties for marketing purposes without the express consent of the Users.

Therefore, personal data may only be disclosed to third parties for purposes other than marketing in the following cases:

- with their authorization;
- at the request of the competent legal authorities, upon judicial request, or in the context of a legal dispute.

Duration

Personal data collected by DirectEndodontics relating to the identity and contact details of its Users is retained for:

- a maximum period of three years after the termination of the contractual relationship for Users that are customers (3 years from latest order through the Customer Account)
- a maximum period of 2 years after or from their collection or the last contact with User.

ARTICLE 3 - RIGHT OF ACCESS, OF RECTIFICATION AND DELETION OF YOUR DATA AND SECURITY OBLIGATION

The Users may unsubscribe from the DirectEndodontics newsletter or marketing emails by following the unsubscribe links in each of these emails.

In accordance with the regulations applicable to personal data, Users have the following rights:

- the right of access: the right of access can be exercised to know the personal data concerning the User by completing the form for www.directendodontics.com. In this case, Direct Endodontics will be able to ask for proof of the identity of the User in order to verify his identity.
- the right of correction: if the personal data held by Direct Endodontics are inaccurate, the update of information can be requested.
- the right to delete data: users can request the deletion of their personal data, in accordance with the applicable laws on data protection.
- the right to limitation of processing: users may ask to limit the processing of personal data.
- the right to object to the processing of data: users can object to their data being processed.

You can exercise these rights at any time by contacting dataprivacy@directendo.com

ARTICLE 4 – COOKIES

In order to preserve your data privacy, DirectEndodontics decided to not collect cookies on its Website.

For more information on the cookies used, their purpose and their lifespan, please consult the "Cookie Usage Policy".

ARTICLE 5 - APPLICABLE LAW

By using Direct Endodontics Website and services, you agree that your data privacy are governed by laws of France.

In the event of a dispute, the Users may file a complaint with the CNIL, for which contact details may be found at <https://www.cnil.fr>.

Otherwise, any dispute relating in any way to your use of Direct Endodontics services, or agreement may be submitted to the commercial courts of Paris (France) except if there is a specific attribution of jurisdiction resulting from a law or specific regulation.