

Dental Associates Discount Plan

Personal Financial Information Privacy Notice

September 1, 2018

This Personal Financial Information Privacy Notice, provided on behalf of Dental Associates Discount Plan, describes our practices for safeguarding personal financial information of individuals enrolled in our discount program.

Your Personal Financial Information

We collect, retain and use certain types of personal financial information in connection with administering our discount plan. This information can include:

- Social Security number;
- Bank information;
- Credit card information;
- Transaction information such as your enrollment fees and payments for healthcare services; and
- Information concerning your beneficiaries.

How We Collect Financial Information

We may collect personal financial information from the following sources:

- From you and your beneficiaries during the application or enrollment process, and in the course of processing transactions; and
- From third parties such as healthcare providers in the course of processing or reviewing transactions.

How We Share Personal Financial Information

We do not disclose personal financial information concerning any person covered under our discount plan to third parties not affiliated with Dental Associates Discount Plan or its affiliated companies except in the course of processing your transactions and as otherwise necessary to provide discounts in the ordinary course of our business, where you or your beneficiary has authorized such disclosure, or as otherwise permitted or required by law. Unless you authorize us to do so, we do not share your personal financial information with our affiliates or other third parties for marketing purposes.

Protecting Your Privacy

We treat all personal financial information as confidential, and we take great care to properly handle information about our enrollees. We have established administrative, technical and physical safeguards and use that comply with applicable federal law to protect the confidentiality, integrity and security of personal financial information against unauthorized access.

If you have any questions about this privacy policy, please write to us at:

**Dental Associates Discount Plan
Privacy Questions
3333 N. Mayfair Road, Suite 311
Wauwatosa, WI 53222**

For information concerning our collection, use and sharing of your medical information, please refer to our *Notice of Privacy Practices for Medical Information*.