



American Medical Sales[®], Inc



American Dental[™]



AMD Industries, LLC.

PRIVACY STATEMENT

This privacy statement discloses the privacy practices of American Medical Sales, Inc., American Dental and AMD Industries, LLC (collectively "AMS"). It has been created to demonstrate our commitment to privacy and security. This Policy describes how AMS collects information through our Internet services ("Services"). AMS reserves the right to modify this Policy at any time, effective upon posting of the modified Policy to the following URL: <http://www.ams4illuminators.com/Privacy>.

Last Modified: Tuesday, September 28, 2004

Information Collection and Use

AMS is the sole owner of the information collected on our sites (<http://www.ams4illuminators.com/>, <http://www.ecommerce.americanmedicalsales.com/>, <http://www.digitalams.com>, <http://www.amd4dental.com>) from its Visitors. We will not sell, share, or rent this information to others in ways different from what is disclosed in this statement. AMS will ask for information in regards to our online Information Request Form, such as name, email address, and other relevant information. Information collected in this manner is used strictly by AMS to service its Visitors. In addition, when Visitors send email inquiries to AMS, the return email address is used to answer the email inquiry we receive and to send other information regarding AMS. AMS does not use the return email address for any other purpose and does not share the return email address with any third party.

Registration Visitors are asked to provide certain personal information when they use portions of our sites including name, address, telephone number, billing information (such as a credit card number), as well as other contact information. The personal information collected from Visitors during the registration process is used to manage each Visitor's account (such as for billing purposes). This information is not shared with third parties, unless specifically stated otherwise or in special circumstances, such as purchases of equipment or services from a third party, with the Visitor's written permission.

Cookies A cookie is a piece of data stored on the user's hard drive containing information about the Visitor. Web sites can give you a cookie, and give you data to store in the cookie. However, web sites can only request data that they have stored in that specific cookie. Cookies do not enable third parties to access any of your customer information. Usage of a cookie is in no way linked to any personally identifiable information while on our site. For instance, by setting a cookie on our site, a Visitor could avoid having to log in a password more than once, thereby saving time while on our site. If a Visitor rejects the cookie, they may still use our site. The only drawback to this is that the Visitor may be limited in some areas of our site. Cookies can also enable us to track and target the interests of our Visitors to enhance their experience on our site.

Some of our business partners use cookies on our site (for example, advertisers). However, we have no access to or control over these cookies.

Log Files We use IP addresses to analyze trends, administer the site, track Visitors' movement through our web site, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

Sharing We partner with other parties to provide specific services. When a Visitor signs up for these services, we will share names, or other contact information that is necessary for the third party to provide these services. These parties are not allowed to use personally identifiable information except for the purpose of providing these services.

Links AMS' web sites contain links to other sites. Please be aware that AMS is not responsible for the privacy practices of such other sites. We encourage our Visitors to be aware when they leave our site and to read the privacy statements of each and every web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site and from our Visitors.

Security AMS' web sites take every precaution to protect our Visitors' information. When Visitors submit sensitive information via the website, the information is protected both online and off-line.

When our registration/order form asks Visitors to enter sensitive information (such as credit card number and/or social security number), that information is encrypted and is protected with the best encryption software in the industry - SSL. While on a secure page, such as our order form, the lock icon on the bottom of Web browsers such as Netscape Navigator and Microsoft Internet Explorer becomes locked, as opposed to unlocked, or open, when you are just 'surfing'.

While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect Visitor information off-line. All of our information, not just the sensitive information mentioned above, is restricted in our offices. Only employees who need the information to perform a specific job (for example, our billing clerk or a customer service representative) are granted access to personally identifiable information.

Supplementation of Information In order for AMS' web sites and other services to properly fulfill their obligation to our Visitors, it is necessary for us to supplement the information we receive with information from 3rd party sources.

Site and Service Updates We send Visitors who establish accounts on our ecommerce sites site and service announcement updates. Visitors are not able to un-subscribe from service announcements, which contain important information about the service. We communicate with Visitors to provide requested services and in regards to issues relating to their account via email or phone.

Notification of Changes If we decide to change our privacy policy, we will post those changes on our web site so our Visitors are always aware of what information we collect, how we use it, and under circumstances, if any, we disclose it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify Visitors providing such information by way of an email. Visitors will have a choice as to whether or not we use their information in this different manner. We will use information in accordance with the privacy policy under which the information was collected.

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