

RealGUIDE Software Privacy Policy

Welcome

3DIEMME S.r.l. (collectively “**3DIEMME**” “**we**”, “**our**”, or “**us**”), a ZimVie Group company, values privacy and the protection of personal data. This 3DIEMME Privacy Notice (“**Notice**”) explains how we collect, use, share, transfer, and process information collected in relation to the provision of our RealGUIDE Software and related services (our “**Services**”).

3DIEMME may have other unique privacy notices that apply to certain specific situations, such as privacy notices for specific products and services in various specific circumstances. To the extent you were provided with a different privacy notice or policy and those policies or notices apply, those policies or notices will govern our interactions with you, not this one.

You may contact our **Data Protection Officer** at privacy.emea@zimvie.com or us at 3DIEMME S.r.l., Via Risorgimento, 9, 22063 Cantù - CO Italy, in case you have any query or claim regarding this Notice and how we process your personal data.

PLEASE CAREFULLY REVIEW THIS NOTICE.

Scope - Introduction

3DIEMME is the entity responsible for the collection and processing of the personal data defined in this Notice. This Notice informs:

- (a) Healthcare providers (as natural persons) or employees or representatives of hospitals, medical treatment, scanning or similar facilities (collectively, “**Healthcare Provider**”) in relation to the data we process during the execution and performance of the Services agreement we have with them (or taking steps to that end).
- (b) Healthcare Provider’s patients (“**Patients**”) when the former provides personal data related to them to us and we anonymize it to train the artificial intelligence system embedded in the ReadGUIDE Software (“**AI System**”). Note that this Notice is distinct from Healthcare Provider’s privacy notice of which we are not responsible.
- (c) Data subjects which may be included in the publicly accessible data bases we have used to initially train the AI System.

This Notice does **not** set out how we process data as a data processor on behalf of other entities (including Healthcare Providers).

If you provide personal data of anyone other than yourself, please note that you are responsible for complying with all applicable privacy and data protection laws prior to providing that information to 3DIEMME (including obtaining consent, if necessary, and informing them about the data sharing).

Information Collection

“**Personal Data**” is any information that can be used to identify an individual or that we can link directly to an individual, such as name, address, email address, telephone number, credit card number, or health or treatment information, as applicable. Personal Data can include information that indirectly identifies a person even absent other identifying information.

We will process any Personal Data we collect in accordance with applicable law and as explained in this Notice. In some circumstances, if you do not want to provide us with your information, certain products and services may be unavailable to you.

A. Processing activities related to Healthcare Providers’ Personal Data

We process Healthcare Provider’s Personal Data when we provide the Services to our customers in a professional context.

Purposes and legal bases

- I. Identifying and contacting you to provide our Services based on our legitimate interest to execute and perform the contract we have entered or to take steps to that end.
- II. Maintaining security, particularly by: (i) identifying and authenticating the Healthcare Provider; (ii) detecting security incidents; and (iii) protecting 3DIEMME against malicious or illegal activity, based on our legitimate interest to ensure the safety of our Service.
- III. Customizing content based on our legitimate interest to provide personalized Services.
- IV. Ensuring our Services are appropriately used, based on our legitimate interest to maintain our reputation and the quality of our Services.
- V. Learning from your experience and making changes to our Services, based on our legitimate interest to grow as a business and improve our Services (e.g., through feedback, research and development, etc.).
- VI. Ensuring an optimal administration based on our legitimate interest to effectively manage the Services;
- VII. Sending you marketing communications of products or services similar to those you have purchased or shown interest in the past based on our legitimate interest to sell our products and services.
- VIII. Sending you marketing communications different from the above, based on your consent.
- IX. Fulfilling legal obligations we are subject to such as tax, commercial, etc. based on the need to meet our legal duties.

When relying on our legitimate interest, we have carried out a balancing test - available upon request - to ensure that the interests or rights of the data subjects do not prevail over ours.

Sources and Categories of personal data

The company or employer when the Healthcare Provider is a representative or an employee of our customer. In this case, name and surname, ID, job post, signature, and professional contact information (email and postal address, telephone no., etc.) would be obtained.

We can also receive the same data from companies from the ZimVie group acting as re-sellers (e.g., Biomet 3i Dental Ibérica for Healthcare Providers located in Spain).

Recipients	ZimVie Group companies / partners that assist us in providing the Services or help us improve our marketing or administration based on our legitimate interest to effectively manage the Services.
Retention periods	We will retain Personal Data for as long as we maintain a relationship with the Healthcare Provider or until they withdraw consent / object to its processing. As a general rule, we do not retain them for more than 10 years based on the legal obligations. .
International transfers of data	Personal Data may be transferred outside the European Economic Area, particularly, to Costa Rica and the United States. 3DIEMME has put in place safeguards, in accordance with applicable legal requirements, to protect your Personal Data in the country where your Personal Data may be transferred. This includes signing the standard contractual clauses published by the European Commission (available here) with third parties, to require them to adopt standards that ensure an equivalent level of protection for data as those we adopt or relying on an adequacy decision of the European Commission. You may obtain a copy of these safeguards or where they have been made available writing to the following address: privacy.emea@zimvie.com

B. Processing activities consisting of the anonymization of Patients' data to train our AI System

We have developed the AI System in a way that it continues to improve in terms of performance and accuracy. We train the AI System with anonymized data, therefore, the only processing activity we carry out with Patient's Personal Data is the anonymization process as a controller.

Purposes and legal bases	<p>We anonymize Patients' Personal Data with the purpose of training our AI System based on Patients' consent. Healthcare Providers will ask for and collect such consent on behalf of 3DIEMME.</p> <p>We do not use such data to market our products and / or Services or create advertising profiles of you (i.e., the Patient).</p>
Sources	The Healthcare Provider.
Categories of personal data	<p>Patients' data such as imaging files: x-rays, CT- scans, resonance of the mouth and bones containing Personal Data of the Patient. This data may include health data (and, thus, Patient consent is required).</p> <p>As a result, the data used in the design, training and deployment of our AI Training Tool is absent of any data that explicitly relates to singled out Patients, such as: age, date of birth, name, address, social security number, medical history, treatment record.</p>
Recipients	We will not disclose personal data to third parties prior to the anonymization process.
Retention periods	We will retain Personal Data only during the anonymization process (i.e., until data is anonymized).
International transfers of data	We will not carry out international transfers prior to the anonymization.

C. Processing activities related to Personal Data included in the data bases we used to design and initially train our AI System

When creating the AI model embedded in the RealGUIDE Software, 3DIEMME used data from public data bases (e.g., from universities) or past projects to train the model for its later deployment. This data is generally anonymized. However, if in any event Personal Data could be included therein, 3DIEMME anonymized it prior to any training.

Purposes and legal bases	<p>To create and train the AI System for which we anonymize any potential Personal Data we might obtain from public databases. We rely on our legitimate interest to improve our Services through AI.</p> <p>We have carried out a balancing test -available upon request - to ensure that the interests or rights of the data subjects do not prevail over such legitimate interests.</p>
Sources	<p>Publicly accessible data bases like https://ditto.ing.unimore.it/toothfairy/ and anonymized datasets retrieved from the last 15 years of image processing activities in 3DIEMME.</p>
Categories of personal data	<p>Patients' data such as imaging files: x-rays, CT- scans, resonance of the mouth and bones containing Personal Data of the Patient. This data may include health data (for which consent would have to have been granted to the public source above).</p> <p>As a result, the data used in the design, training and deployment of our AI Training Tool is absent of any data that explicitly relates to singled out Patients, such as: age, date of birth, name, address, social security number, medical history, treatment record.</p>
Recipients	<p>We will not disclose personal data to third parties prior to the anonymization process.</p>
Retention periods	<p>We will retain Personal Data only during the anonymization process (i.e., until data is anonymized).</p>
International transfers of data	<p>We will not carry out international transfers prior to the anonymization.</p>

Safeguarding Information

Consistent with applicable laws and requirements, 3DIEMME has put in place physical, technical, and administrative safeguards to protect Personal Data from loss, misuse, alteration, theft, unauthorized access, and unauthorized disclosure, consistent with legal obligations and industry practices. We evaluate these safeguards to help minimize risks from new security threats. However, as is the case with all websites, applications, products, and services, we unfortunately are not able to guarantee security for data collected through our products and Services.

Your Rights Regarding Your Personal Data and How to Exercise Them

You have the following rights with respect to some or all of your Personal Data:

- To request **access** to your Personal Data (as defined under Article 15 of the Regulation (EU) 2016/679, the General Data Protection Regulation (“GDPR”));

- To request that we **rectify** or **erase** your Personal Data (as defined under GDPR Articles 16 and 17);
- To request that we **restrict** or block the processing of your Personal Data (as defined under GDPR Articles 18 and 19);
- To provide your Personal Data directly to another controller or obtain your data in a structured, commonly used, and machine-readable format, i.e., a right to data **portability** (as defined under GDPR Article 20); and
- To **object** to the processing of your Personal Data (as defined under GDPR Article 21) and to **withdraw your consent** at any time where you have consented to the processing of your data

To exercise these rights, please write to us at privacy.emea@zimvie.com or 3DIEMME S.r.l., Via Risorgimento, 9, 22063 Cantù - CO Italy. We may, after receiving your request, require additional information from you to honor the request and verify your identity. Please be aware that we may be unable to afford these rights to you under certain circumstances, such as if we are legally prevented from doing so.

If you are concerned about how your Personal Data is used, please email us or contact us. You also have the right to lodge a complaint against us. To do so, contact your local data protection authority from your country ([here](#) you can find the Data Protection Authorities in the European Economic Area).

Changes to This Privacy Notice

We may update this Notice from time to time without notice. As such, you should review this Notice periodically.