

Privacy Statement

Effective as of September 24, 2018

Last updated January 27, 2026

Wyssta Services, Inc. (“Wyssta,” “we,” “our,” or “us”) respects the privacy of your information. This Privacy Statement (“Statement”) is designed to assist you in understanding how we collect, use, share, and safeguard your information. This Statement applies to individuals who access this website (“Website”) and any of our online and, where required, offline services, including to facilitate the sale of certain Delta Dental Company dental insurance plans (collectively, “Services”). “Delta Dental Company” means an independent company that is a member of the Delta Dental Plans Association and has engaged Wyssta to provide its Services.

This Statement does not apply to information collected about you by any Delta Dental Company. The information any Delta Dental Company collects is subject to its own privacy policies. This statement also does not apply to aggregated or de-identified information that does not identify or cannot reasonably be linked to you.

Under the Health Insurance Portability and Accountability Act (“HIPAA”) we operate as a business associate. When we operate as a business associate, certain information we collect, use, and share will be considered protected health information (“PHI”) subject to HIPAA requirements. Our access to and use of PHI is not governed by this Statement. For additional information regarding protections of your PHI, please review the HIPAA privacy notice for the state in which you reside (available [here](#)).

From time to time, we may change this Statement. If we do, we will post an amended version on this Website with a new “last updated” date. If we make material changes, we will provide you with additional notice, such as adding a statement to the homepages of our Website or sending you a notification. Please review it periodically.

1. Personal Data We Collect

We collect personal data from you through your use of the Website and Services. Personal data is information that is linked or reasonably linkable to an identified or identifiable individual. We collect the following types of personal data:

(a) Personal Data You Provide

Depending on how you interact with our Website and Services, we will collect the following personal data that you voluntarily provide to us for the following purposes:

- *Request a Quote.* To request a quote, you will provide us your zip code, date of birth, and the date you would like coverage to begin.
- *Purchase a Plan.* To purchase a plan on the Website, you will provide us your name, the names of your dependents, your physical address, your email address, and your payment information. If you purchase a plan on our Website, we will

retain the information provided during the purchase process to register you for an account.

- *Register for an Account.* To register for an account as a member, you will provide us your name, mailing address, email address, date of birth, and member ID. To register for an account as a provider, you will provide us with your name, email address, and employer information.
- *Make a Payment.* To make a payment on the Website, you will provide us your name, member ID, date of birth, zip code, and payment information. We use third parties to process your payment information.
- *Find a Dentist.* If you use the “Find a Dentist” tool, you may provide us basic information regarding your dental insurance and your location.
- *Contact Us.* To contact us, you will provide us your name, email address, phone number, and any other information you choose to provide.

(b) Personal Data as You Navigate Our Website

We automatically collect certain personal data through your use of our Website and our use of cookies and other tracking technologies, such as the following:

- *Usage Information.* For example, the pages on the Website you access, the frequency of access, when you access the Website, the amount of time you spend on certain pages, and what you click on while on the Website.
- *Device Information.* For example, hardware model, operating system, application version number, IP address (a number assigned to your computer when you use the Internet), regional and language settings, and browser.
- *Mobile Device Information.* Aggregated information about whether the Website is accessed via a mobile device or tablet, the device type, and the carrier.
- *Location Information.* Location information from Website visitors.

For more information on our cookie usage see the section titled “**Cookies and Other Tracking Technologies**” below.

(c) Personal Data We Collect About You from Other Sources

In some cases, we may receive personal data about you from other sources. This may include government entities, health care exchanges, operating systems and platforms, social networks, and advertising and marketing partners.

2. How We Use Your Personal Data

In addition to the purposes stated above, we may use all the personal data we collect in accordance with applicable law such as to:

- Provide, maintain, and improve our Website and Services, including providing you with relevant information and performing functions or activities on behalf of, or providing services to, the Delta Dental Companies and affiliates;
- Protect the security and integrity of our Website and Services;
- Create de-identified or aggregated information regarding our Website and Services;
- Investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, and to otherwise fulfill our legal obligations;
- Monitor compliance with and enforce this Statement and any applicable agreements and policies;
- Defend our legal rights and the rights of others;
- Fulfill any other purposes for which you provide it;
- For any purpose that is reasonably necessary to or compatible with the original purpose for which we collected the personal data as disclosed to you; and
- Comply with applicable law.

3. How We Share Your Personal Data

We may share the personal data that we collect about you in the following ways:

- With Delta Dental Companies and affiliates;
- With vendors who perform data or Website-related services on our behalf (e.g., email, hosting, maintenance, backup, analysis, marketing, etc.);
- To the extent that we are required to do so by law;
- With vendors to prepare, deploy and analyze advertising content;
- In connection with any legal proceedings or prospective legal proceedings;
- To establish, exercise, or defend our or a third party's legal rights, including providing information to others for the purposes of fraud prevention;
- With any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal data where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal data;

- With any other person or entity as part of any business or asset sale, equity transaction, merger, acquisition, bankruptcy, liquidation, or similar proceeding, or in preparation for any of these events;
- With any other person or entity where you consent to the disclosure, if consent is required by law; and
- For any other purpose disclosed by us when you provide the personal data or for any other purpose we deem necessary, including to protect the health or safety of others.

4. Cookies and Other Tracking Technologies

(a) Cookies

Like many other companies, we use cookies and other tracking technologies (collectively, “Cookies”). Cookies are small files of information that are stored by your web browser software on your computer hard drive, mobile or other devices (e.g., smartphones or tablets).

We use Cookies to:

- Estimate audience size and usage patterns;
- Understand and save your preferences for future visits, allowing us to customize the Website and Services to your individual needs;
- Advertise new content and services that relate to your interests;
- Keep track of advertisements and search engine results;
- Compile aggregate data about Website traffic and Website interactions to resolve issues and offer better Website experiences and tools in the future; and
- Recognize when you return to the Website.

While we do not set our own Cookies, other entities set Cookies. We use Cookies other entities set to provide us with useful information, to help us improve our Website and Services, to conduct advertising, and to analyze the effectiveness of advertising. For example, we use Cookies from Google and Facebook.

How You Can Opt Out of Cookies

You can block Cookies by changing your Internet browser settings to refuse all or some Cookies. If you choose to block all Cookies (including essential Cookies) you may not be able to access all or parts of the Website.

You can find out more about Cookies and how to manage them by visiting www.AboutCookies.org or www.allaboutcookies.org.

Platform Controls

You can opt out of Cookies set by specific entities by following the instructions found at these links:

- Facebook: <https://www.facebook.com/about/ads>
- Google: <https://adssettings.google.com>

Advertising Industry Resources

You can understand which entities have currently enabled Cookies for your browser or mobile device and how to opt out of some of those Cookies by accessing the [Network Advertising Initiative's website](#) or the [Digital Advertising Alliance's website](#). For more information on mobile specific opt-out choices, visit the [Network Advertising Initiative's Mobile Choices website](#).

Please note these opt-out mechanisms are specific to the device or browser on which they are exercised. Therefore, you will need to opt out on every browser and device that you use.

(b) Google Analytics

We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses Cookies to help us analyze how users interact with the Website and Services, compile reports on their activity, and provide other services related to their activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a returning visitor, and any referring website. To the extent the information generated by Google Analytics will be transmitted to and stored by Google, such information will be subject to Google's [privacy policies](#). To learn more about Google's partner services and to learn how to opt out of tracking of analytics by Google, click [here](#).

(c) Other Types of Collecting Activities

The Website and Services may use Cookies third-party vendors provide to collect information on user behavior (e.g., screens and pages visited, buttons and links clicked, limited information entered, and user taps and mouse movements). This information enables us to monitor and improve the user experience.

5. Universal Opt-Out Mechanisms

The Website recognizes the Global Privacy Control ("GPC") signal. If you are using a browser setting or plug-in that sends an opt-out preference signal to each website you visit, we will treat that as a valid request to opt out. To download and use a browser supporting the GPC browser signal, click here: <https://globalprivacycontrol.org/orgs>. If you choose to use the GPC signal, you will need to turn it on for each supported browser or browser extension you use.

Some internet browsers incorporate a “Do Not Track” feature that signals to websites you visit that you do not want to have your online activity tracked. Given that there is not a uniform way that browsers communicate the “Do Not Track” signal, the Website does not currently interpret, respond to, or alter its practices when it receives “Do Not Track” signals.

6. Security

We maintain commercially reasonable security measures to protect the personal data we collect and store from loss, misuse, destruction, or unauthorized access. However, no security measure or modality of data transmission over the Internet is 100% secure. Although we strive to use commercially acceptable means to protect your personal data, we cannot guarantee absolute security.

7. Third-Party Links

The Website may contain links that will let you leave the Website and access another website. Linked websites are not under our control. We accept no responsibility or liability for these other websites.

8. Children’s Privacy

The Website and Services are not intended for children under 13 years of age. We do not knowingly collect, use, or disclose personal data from children under 13. By using the Website or Services, you represent that you are 13 years of age or older.

9. Your State Privacy Rights and Additional Disclosures

Depending on the state in which you reside, you may have certain privacy rights regarding your personal data. Your privacy rights may include (if applicable):

- The right to confirm whether or not we are processing your personal data and to access such personal data;
- The right to obtain a copy of your personal data that we collected from and/or about you in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the information to another controller without hindrance, where the processing is carried out by automated means;
- The right to delete personal data that we collected from and/or about you, subject to certain exceptions;
- The right to correct inaccurate personal data that we maintain about you, subject to certain exceptions;
- The right, if applicable, to opt out of the processing of your personal data for purposes of (1) targeted advertising; (2) the “sale” of your personal data (as that term is defined by applicable law); and (3) profiling in furtherance of decisions that produce legal or similarly significant effects concerning you;

- If we are required by applicable law to obtain your consent to process sensitive personal data, the right to withdraw your consent; and
- The right not to receive discriminatory treatment by us for the exercise of your privacy rights.

We use cookies and other tracking technologies to display advertisements about our products to you on nonaffiliated websites, applications, and online services. This is “targeted advertising” under applicable privacy laws. When we engage in those activities, we sell personal data (i.e., information from cookies) to third-party advertisers and analytics companies under certain state laws. We do not use personal data for profiling in furtherance of decisions that produce legal or similarly significant effects concerning individuals.

To exercise your rights, please submit a request through our interactive webform available here or by calling us at 1-888-899-3734. If legally required, we will comply with your request upon verification of your identity and, to the extent applicable, the identity of the individual on whose behalf you are making such request. To do so, we will ask you to verify data points based on information we have in our records. If you are submitting a request on behalf of another individual, please use the same contact methods described above. If we refuse to take action regarding your request, you may appeal our decision through our interactive webform available here or by replying to the email you received from us in response to your request. If you would like to opt out of targeted advertising, you may alter your cookie preferences by navigating to the cookies preference center, available via the cookie consent box which appears as you navigate to the Website.

10. Accessibility

We are committed to ensuring this Statement is accessible to individuals with disabilities. If you wish to access this Statement in an alternative format, please contact us as described below.

11. How to Contact Us

To contact us for questions or concerns about our privacy policies or practices, please contact us via the following methods:

- (a) Mail: Wyssta Services, Inc.
Attn: Privacy Officer
P.O. Box 86
Stevens Point, WI 54481
- (b) Email: CustomerSupport@DeltaDentalCoversMe.com
- (c) Phone: (715) 344-6087