

# Privacy Policy for The Eye Doctors

Effective Date: January 20, 2025

At The Eye Doctors, we take your privacy seriously. This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you visit our website, use our services, or interact with us in other ways. By accessing or using our services, you agree to the terms of this Privacy Policy.

## 1. Information We Collect

We collect various types of personal information to provide and improve our services. The information we collect may include:

- **Personal Identification Information:** This includes your name, contact details (email address, phone number), mailing address, and other similar details that may be required when making an appointment, filling out a form, or contacting us.
- **Health Information:** In the course of providing eye care services, we may collect information about your eye health, medical history, and other health-related data.
- **Payment Information:** If you make payments for services or products, we may collect billing details, such as credit card or insurance information.
- **Usage Data:** This includes information about how you access and use our website or mobile applications, such as your IP address, browser type, and browsing activity.
- **Cookies and Tracking Technologies:** We use cookies and similar technologies to enhance your experience, analyze usage, and improve our website and services. Cookies help us remember your preferences and improve functionality.

## 2. How We Use Your Information

We may use the information we collect for various purposes, including:

- To provide and manage eye care services and appointments.
- To communicate with you regarding appointments, treatments, and follow-up care.
- To process payments and manage billing.
- To respond to your inquiries, feedback, or requests for information.
- To improve our website, services, and user experience.
- To comply with legal or regulatory requirements.
- To send promotional and informational emails, with your consent.

## 3. How We Share Your Information

We respect your privacy and will not sell, rent, or trade your personal information to third parties. However, we may share your information in the following circumstances:

- **With Service Providers:** We may share your information with trusted third-party vendors who help us operate our website, manage our services, or process payments.
- **For Legal Compliance:** We may disclose your information when required by law or when we believe disclosure is necessary to protect our rights, comply with a legal obligation, or protect the safety of others.

- **In the Case of Business Transfers:** In the event of a merger, acquisition, or sale of assets, your personal information may be transferred as part of the transaction.

## 4. Data Security

We take appropriate technical and organizational measures to safeguard your personal information against unauthorized access, alteration, disclosure, or destruction. While we strive to protect your data, no method of transmission over the internet or electronic storage is 100% secure.

## 5. Your Rights and Choices

You have certain rights regarding your personal information, including:

- **Access and Correction:** You can request access to the personal information we hold about you and request corrections if necessary.
- **Deletion:** You can request the deletion of your personal data, subject to any legal obligations we may have to retain certain information.
- **Opt-Out of Communications:** You can opt out of receiving promotional emails or marketing communications by following the unsubscribe instructions in our emails or contacting us directly.
- **Cookies:** You can manage or disable cookies through your browser settings, although this may affect the functionality of our website.

## 6. Retention of Data

We will retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. Once your information is no longer needed, we will securely dispose of or anonymize it.

## 7. Children's Privacy

Our services are not intended for individuals under the age of 18. We do not knowingly collect personal information from children. If we become aware that we have inadvertently collected such information, we will take steps to delete it.

## 8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make significant changes, we will notify you by email or by posting a notice on our website. We encourage you to review this Privacy Policy periodically for any updates.

## 9. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

### **The Eye Doctors**

Phone: 703-569-6363

Email: [info@theeyedoctors.com](mailto:info@theeyedoctors.com)

Address: 8350 Traford Lane Springfield, VA 22152

By using our services, you acknowledge that you have read and understood this Privacy Policy.