

## **Privacy Policy**

Welcome to Eye Health America! By accessing the information on our website (the “Site”), you are accepting the practices described in this Privacy Policy and are also agreeing to comply with our Terms of Use. Capitalized terms used in this Privacy Policy but not defined here have the meanings in the Terms of Use.

Please read this Privacy Policy carefully before you submit any information which may identify you (“personally identifiable information”) to our Site. This Privacy Policy is designed to assist you in understanding how we collect, use, and disclose both personally identifiable information, PHI (as defined below) and non-personal information (collectively “Information”) that we obtain through your use of our Site. If we provide any mobile application in the future, this will apply to any app that we may make available to you.

Our Site provides information to you about our products and services. When you visit our Site, Information will be automatically collected using cookies and similar technologies. We may ask your consent when required. If you follow a link to another website, Eye Health America encourages you to review the privacy statements of those websites so that you can understand how those websites collect, use and share your information. Eye Health America is not responsible for the privacy statements or privacy practices of other websites.

### **What You Should Know Before Using the Eye Health America Site**

Before using and sharing Information through our Site, you should understand the following.

- Most users visit our Site because they are interested in the services we provide and our member practices.
- You should read our Terms of Use and only continue if you agree with those terms.
- If you are in the European Economic Area, UK, or Switzerland, please take notice that our Site is not offered to users in those areas. Any of your information that we collect will be transferred to Eye Health America in the United States.
- If you have questions you can always contact us at [info@eyehealthamerica.com](mailto:info@eyehealthamerica.com).

Information that we collect and process may include protected health information or PHI. If applicable, we would expect to comply with the Health Insurance Portability and Accountability Act of 1996, as amended, (“HIPAA”) and its implementing regulations, including its final privacy regulation, at 45 C.F.R. Parts 160 and 164 (known as the “Privacy Rule”), as administered by the federal Department of Health and Human Services. HIPAA places certain restrictions on the use and disclosure of PHI.

### **Sources and Types of Personal Data We Collect from You**

We receive and store any Information you enter on our Site or give us in any other way. We also collect certain Information automatically when you use or visit our Site. If you choose not to provide this Information to us, you should not visit or use our Site.

Information we collect from visitors of our Site includes Information that will be collected automatically using cookies and similar technologies. Cookies collect different aspects of information, including personally identifiable information. This kind of Information may include your IP address, browser type, domain names, access times and session information, product usage data, tracking data and other information about your visit to our Site. There is also information about your computer hardware and software that is automatically collected by Eye Health America. One of the purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalize Eye Health America pages, or register with Eye Health America site or services, a cookie helps Eye Health America to recall your specific information on subsequent visits.

When you are a User of our Site, we collect Information to allow you to better use the features and functions of our Site. We may collect your name, home or work address or telephone number and your email address. We may also collect other demographic or personal information about you. Eye Health America keeps track of the websites and pages our customers visit within Eye Health America, in order to determine what Eye Health America services are the most popular. This data is used to deliver customized content and advertising within Eye Health America to customers whose behavior indicates that they are interested in a particular subject area.

### **How We Use Your Information**

Eye Health America uses the Information to help operate the Site and deliver information to you. We may use personally identifiable Information we obtain from or collect about you to communicate with you and to connect you with resources.

We use your Information when you authorize us to use it and when it is necessary to enforce this Privacy Policy and our Terms of Use. These purposes may be for:

- to facilitate your access to and use of our Site;
- to communicate with you and respond to your questions and comments;
- to enable us to deliver information to you;
- to troubleshoot problems;
- to prevent prohibited or illegal activities;
- to enforce our Terms of Use and Privacy Policy;
- to share your information with our member practices or the providers of services or products when you request additional information, or as provided below;
- to comply with a legal obligation such as court orders, or other legal process; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law;
- to transfer your information as required for a corporate transaction, such as a divestiture, investment, merger, consolidation, or asset sale, or other significant matter.

Eye Health America may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, Eye Health America may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries.

### **How We Share Your Information**

Your Information is only shared if you contact us and request information or submit a job application which may include sharing your information with our member practices or the providers of services or products when you request additional information. We may share aggregated data and high-level information in a way that does not identify individuals.

We do share your Information for processing and storage with third parties that have agreements in place with us to protect the confidentiality and security of information that we transfer to them. This including hosting and analytics providers.

### **Your European Privacy Rights**

While we do not provide Sites to or market the Sites or the Site to those who reside in the Europe Economic Area (the “European Union” or “EU”), we will provide accommodations for the exercise of your rights provided under data protection laws of the EU, including the General Data Protection Regulation (the “GDPR”).

If you are entitled to privacy rights under the GDPR, you are entitled to:

*Transparency and the right to information.* Through this policy we explain how we use and share your information. However, if you have questions or concerns you can contact us any time.

*Right of access, objection, restriction of processing, erasure, and portability.* You also have the right to withdraw your consent at any time when we process your personal data based on your consent. To exercise these rights, please contact us.

*Right to opt-out to direct marketing.* While we currently do not do such marketing, you have the right to opt-out at any time to receiving marketing materials from us by following the opt-out instructions in our commercial emails, by contacting us, or by adjusting your preferences on the Site. Please note that we reserve the right to send you other communications, including Site announcements and administrative messages relating to your Eye Health America account, without offering you the opportunity to opt out of receiving them.

*Right not to be subject to an automated decision, including profiling.* We do not make automated decisions using your personal data that may negatively impact you. We use cookies and similar technologies on our Site to personalize your experience on the Site.

*Right to lodge a complaint with a supervisory authority.* If you consider that the processing of your personal data infringes your privacy rights according to the European Data Protection law, you have the right to lodge a complaint with a supervisory authority, in the member state of your habitual residence, place of work, or place of the alleged infringement.

### **Your California Privacy Rights**

California Civil Code Section 1798.83 permits California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please email [info@eyehealthamerica.com](mailto:info@eyehealthamerica.com).

### **Do Not Track Technologies**

Some browsers may have settings to request that webSites “Do Not Track” your activity or usage. At this time, we do not use Sites that will accommodate these technologies and your requests may not be able to be honored on our Site. Eye Health America keeps track of the websites and pages our users visit within Eye Health America in order to determine what Eye Health America services are the most popular. To this end, we do use cookies and other technologies to track your usage and other information about your visit to our Site.

### **Retention Periods and Deletion**

Eye Health America retains your Information to the extent necessary to reasonably provide the Sites and the Site requirements, to meet our compliance and legal obligations, to enhance security and fraud prevention, and for audit purposes.

### **How We Protect Your Information**

We want you to feel confident about using our Site, and we are committed to protecting the personally identifiable information and PHI we collect. While no website can guarantee security, we have implemented appropriate administrative, technical, and physical security procedures to help protect the personally identifiable information and PHI you provide to us. For example, only authorized employees are permitted to access personally identifiable information and PHI of users and they only may do so for permitted business functions. Our security and privacy policies are periodically reviewed and enhanced as necessary, and only authorized personnel have access to personally identifiable information and PHI that you have provided to us. In addition, we use encryption when transmitting your personally identifiable information and PHI between your system and ours, and we, together with our partners, employ firewalls and intrusion detection systems to help prevent unauthorized persons from gaining access to your personally identifiable information and PHI. You should bear in mind that submission of Information over the Internet is never entirely secure. We cannot guarantee the security of Information you submit via our Site while it is in transit over the Internet, and any such submission is at your own risk.

## **Children's Privacy**

The Site is not a general audience Site and does not offer information on our Site directed to individuals under 18 years of age. No one under the age of 18 may provide any Information to or on the Site. We do not knowingly collect personally identifiable information from individuals under 18. If you are under 18, do not use or provide any Information on this Site or on or through any of its features, do not use any of the features of this Site, or provide any Information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. Should an individual whom we know to be under the age of 18 send personally identifiable information or PHI to us, we will delete or destroy it as soon as reasonably possible. If you believe we might have personally identifiable information or PHI, contact us.

## **Information about International Transfers**

If you are visiting our Site from outside the United States, please be aware that your Information will be transferred to, stored, and processed in the United States where our servers are located. You may also be re-directed to a Site that we maintain in a different country. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country, but please be assured that Eye Health America does take steps pursuant to laws in the United States to ensure that your privacy is protected. By visiting our Site or using our Sites, you understand that your Information will be transferred to our facilities and those third parties with whom we share it as described in this Privacy Policy.

## **Changes to this Privacy Policy**

Eye Health America may update this Privacy Policy in the future. We will notify you about material changes to this Privacy Policy by either sending a notice to the email address you provided to us and/or by placing a prominent notice on the Site.

## **How You Can Contact Us**

If you have questions about this Privacy Policy, please contact us at [info@eyehealthamerica.com](mailto:info@eyehealthamerica.com)

Or at Eye Health America, LLC, 10 Mansell Court East, Suite 100, Roswell, GA 30076. (470) 582-0316

If you want to communicate with us about this policy, please email [info@eyehealthamerica.com](mailto:info@eyehealthamerica.com). Please provide your identification and contact details, including your email address used to register with this Site, and a complete explanation of your concern.

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