TOTAL VISION CARE WEBSITE PRIVACY POLICY

Total Vision Care, LLC ("Total Vision Care," "we," "us," or "our") respects your privacy. This Privacy Policy explains how we collect, use, disclose, and protect personal information obtained through our website, online forms, communications, appointment requests, and employment applications.

This Privacy Policy applies to visitors to our website, individuals who communicate with us through our website or use our online scheduler, and applicants for employment with Total Vision Care.

INFORMATION WE MAY COLLECT

We may collect personal information that you voluntarily provide to us, including:

- Name
- Telephone number
- Email address
- Information submitted through website contact forms or appointment request forms
- Communications you send to our practice
- Other information you voluntarily provide

Our website and service providers may also collect certain technical information, such as:

- Internet Protocol (IP) address
- Browser type
- Device type
- Operating system
- Pages visited
- Referring website
- Approximate geographic location derived from an IP address
- Website usage and interaction information
- Cookies and similar technologies

HOW WE USE PERSONAL INFORMATION

We may use personal information to:

- Operate and improve our website and services
- Respond to inquiries and communications
- Process appointment requests and other requests submitted to our practice
- Communicate with patients, prospective patients, website visitors, applicants, and other individuals
- Maintain the security and integrity of our website and information systems
- Detect, investigate, and prevent fraud, misuse, security incidents, or other unlawful activity
- Comply with applicable legal and regulatory requirements
- Establish, exercise, or defend legal claims
- Perform other legitimate business activities related to operating our practice

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HOW WE MAY DISCLOSE PERSONAL INFORMATION

We do not sell personal information or share information with third parties for marketing.

We may disclose personal information when reasonably necessary to:

- Service providers that assist us with website hosting, information technology, communications, recruiting, background checks, payroll, human resources, data storage, security, or other business operations
- Professional advisors, including attorneys, accountants, consultants, and insurers
- Government agencies, regulators, courts, or law enforcement when required by law
- Protect the rights, safety, property, or security of Total Vision Care, our patients, employees, applicants, website visitors, or others
- Investigate suspected fraud, unlawful activity, security incidents, or policy violations
- Complete a merger, acquisition, sale, reorganization, financing, or other business transaction involving some or all of our business assets

Service providers are permitted to access personal information only as reasonably necessary to perform services on our behalf and subject to applicable contractual and legal requirements.

INFORMATION ABOUT PATIENTS AND HIPAA

This Policy describes our general website, communication, and employment-related privacy practices. Certain health information maintained by Total Vision Care may be protected under the Health Insurance Portability & Accountability Act ("HIPAA") and other applicable laws.

Our use and disclosure of Protected Health Information ("PHI") is governed by our Notice of Privacy Practices and applicable law. Please do not submit detailed medical information, photographs of medical conditions, medical records, Social Security numbers, payment card information, or other sensitive information through general website contact forms unless the form is specifically designated for secure transmission of that information.

COOKIES, ANALYTICS, AND WEBSITE TECHNOLOGIES

Our website and service providers may use cookies, analytics tools, pixels, log files, and similar technologies to operate the website, remember preferences, understand how visitors use the website, measure website performance, maintain security, and improve our services.

Some third-party services may collect information according to their own privacy policies. You may be able to limit or disable cookies through your browser settings. Disabling cookies may affect the functionality of certain website features.

THIRD-PARTY WEBSITES AND SERVICES

Our website may contain links to third-party websites or services, including recruiting platforms, social media platforms, scheduling systems, patient portals, payment services, mapping services, or other online resources.

We are not responsible for the privacy, security, or information practices of third parties. We encourage you to review the privacy policies of third-party websites and services before providing personal information.

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DATA SECURITY
We use reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, loss, misuse, alteration, or disclosure.
However, no method of electronic transmission, online communication, or data storage can be guaranteed to be completely secure.

DATA RETENTION
We retain personal information for as long as reasonably necessary for the purposes described in this Privacy Policy, including to operate our business, provide patient care, evaluate applicants, maintain employment and recruiting records, comply with legal and regulatory requirements, resolve disputes, enforce agreements, and establish or defend legal claims.
Retention periods may vary depending on the type of information, the purpose for which it was collected, and applicable legal requirements.

CHILDREN'S PRIVACY
Our general website is not directed toward children for the purpose of collecting personal information from them independently.
Parents or legal guardians may provide information concerning minor patients when requesting or receiving healthcare services.
We do not knowingly collect personal information directly from children through our website for marketing purposes.

YOUR PRIVACY REQUESTS
Depending on applicable law, you may have certain rights concerning your personal information. You may contact us to:

- Request access to personal information we maintain about you
- Request correction of inaccurate personal information
- Ask questions about our privacy practices
- Request deletion of certain personal information, when legally required or appropriate

We may need to verify your identity before processing certain requests. We may retain information when required or permitted by law.
Requests concerning Protected Health Information are governed by our Notice of Privacy Practices and applicable healthcare privacy laws.

CHANGES TO THIS PRIVACY POLICY
We may update this Privacy Policy periodically to reflect changes in our business practices, technology, legal requirements, or services.
The current version will be posted on our website with the applicable effective date.

CONTACT US
If you have questions about this Privacy Policy or our privacy practices, please contact:
Total Vision Care, LLC 405-438-0504 or info@totalvisioncareok.com