

## Doctors Vision Center Privacy Statement

Doctors Vision Center has created this privacy statement to show our firm commitment to privacy. The following discloses the information gathering and dissemination practices for the following Web site: [www.doctorsvisioncenter.com](http://www.doctorsvisioncenter.com)

### Cookies

Doctors Vision Center uses Cookies (via Google Analytics) to help in the collection of general information about site visits and no personally identifiable data is collected. Like many companies, we use browser cookies on this web site. Browser cookies are bits of text that are placed on your computer's hard drive when you visit certain web sites. We use browser cookies to tell us, for example, whether you've visited us before or if you're a new visitor and to help us identify site features in which you may have the greatest interest. Browser cookies may enhance your online experience by saving your preferences while you are visiting a particular site.

### Information Automatically Logged

Your IP address is only used to identify unique visitors when gathering statistics for number of visitors in a given period of time. This information is used to improve connectivity to our site.

### Links To Third Party Sites

This Web site may contain links to web sites controlled by parties other than Doctors Vision Center. These sites may have their own privacy statements in place, which we recommend you review if you visit any linked web sites. Doctors Vision Center is not responsible for and does not endorse or accept any responsibility for the contents or use of these third party web sites. Doctors Vision Center is providing these links to you only as a convenience, and the inclusion of any link does not imply endorsement by Doctors Vision Center of the linked web site. It is your responsibility to take precautions to ensure that whatever you select for your use is free of viruses or other items of a destructive nature.

### Personal Information

We do not share or sell any personal information with any third parties nor do we use any personal information for any purposes other than those that relate directly to our company.

### Security

This site has security measures in place to protect the loss, misuse, and alteration of

the information under our control. Our web and database servers are protected by a firewall.

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

#### Information Sharing and Disclosure

We are required by applicable federal and state law to maintain the privacy of your health information. Please see our HIPAA Privacy Statement for information on our privacy practices, our legal duties, and your rights concerning your health information. Any health information we collect from you on this site will be handled in accordance with the terms of our HIPAA Privacy Statement.

#### Choice and Opt-out

We provide you the opportunity to 'opt-out' of having your personally identifiable information used for certain purposes, or if you no longer wish to receive our promotional communications, you can indicate your preference on our email communications by simply checking the box provided to unsubscribe.

#### Changes in this Privacy Statement

If we decide to change our privacy policy, we will post those changes to this privacy statement, which is linked from the homepage, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page.

#### Contact Us

If you email us through the "Contact Us" link on this site, we ask you for information such as your name and email address so we can respond to your questions and comments. You may choose to provide additional information as well.

#### Contacting the Web Site

If you have any questions, you may contact us at [corporate@doctorsvisioncenter.com](mailto:corporate@doctorsvisioncenter.com).

Doctors Vision Center

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