

# **Privacy Statement**

**BY ACCESSING OR USING OUR WEBSITE (WWW.AEGVISION.COM) OR A WEBSITE OWNED BY AEG VISION OR SERVICES PROVIDED ON OUR WEBSITES, YOU EXPRESSLY CONSENT TO AEG VISION'S COLLECTION, USE, AND DISCLOSURE OF YOUR PERSONAL INFORMATION IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THIS PRIVACY STATEMENT. THIS PRIVACY STATEMENT IS INCORPORATED INTO AND SUBJECT TO THE TERMS OF USE FOR THE WEBSITE ("TERMS"), AVAILABLE AT [WWW.AEGVISION.COM].**

## **How we collect information about you:**

AEG Vision and its doctors and associates collect data through a variety of means, including letters, phone calls, email, text messages, in-person appointments and visits, voicemails, and from the submission of applications, and other requests for services and care through our organization.

## **What we do not do with your information:**

Information about your financial situation and medical conditions and care that you provide to us in writing, via email, text message or on the phone (including information left on voicemails), contained or attached to applications, or directly or indirectly given to us, is held in strictest confidence and is not used except as required by law or necessary to provide you with services.

We do not give out, exchange, barter, rent, sell, lend, or otherwise disseminate any information about patients who receive our services that is considered confidential patient health information, or is restricted by a patient/customer in a signed HIPAA consent form.

## **How do we use your information:**

Information is only used as is reasonably necessary to process your application or to provide you with health services, which may require communication between AEG Vision and other health care providers, medical product or service providers, pharmacies, insurance companies and others to verify your medical information is accurate, determine the type of medical supplies or any health care services you need, or obtain or purchase any type of medical supplies, devices, medications, or insurance.

If you apply or attempt to receive assistance through us and provide information with the intent or purpose of fraud or that results in either an actual crime or other fraud for any reason, including willful or unwilful acts of negligence, whether intended or not, or in any way demonstrates or indicates attempted fraud, your non-medical information may be given to local authorities. This includes the police, other law enforcement agencies, courts, and/or attorneys or other legal professionals.

## **Our responsibilities:**

AEG Vision is required to maintain the privacy of your protected health information by law. AEG Vision provides you with a notice of our duties and privacy practices as to the information we collect and maintain about you. We will abide by the terms of this notice and will accommodate your reasonable requests regarding methods to communicate health information with you.

## **Information we do not collect:**

We do not use cookies on our website to collect data from our site visitors.

## **Limited right to use non-identifying personal information from biographies, letters, notes or other sources:**

By submitting any pictures, stories, letters, biographies, correspondence or thank you notes to us, you grant us a perpetual, royalty-free, non-exclusive license to use such materials for our internal business purposes, including our marketing efforts; however, we will not use your photos, addresses, phone numbers, contact information, last names or uniquely identifiable names without your permission. We also reserve the right to use other non-identifying information about you for promotional purposes that are directly related to our mission. You may specifically request that no information be used whatsoever for promotional purposes, but such requests must be provided in writing to us.

## **SMS Communications**

We may use your phone number to communicate with you through SMS messaging regarding appointment confirmations, reminders, and product pickup. The following guidelines apply to our SMS communications with you:

- (a) You can cancel the SMS service at any time by replying with "STOP." After you send the SMS message "STOP" to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us unless you re-enroll in our SMS messaging services.
- (b) If you are experiencing issues with the messaging program you can reply with "HELP" for more assistance, or you can get help directly at [www.aegvision.com/contact](http://www.aegvision.com/contact) or [info@aegvision.com](mailto:info@aegvision.com).

- (c) Message and data rates may apply for any messages sent to you from us and to us from you. Message frequency varies. If you have any questions about your text plan or data plan, it is best to contact your wireless provider. Carriers are not liable for delayed or undelivered messages.

### **Your California Privacy Rights**

If you are a California resident, then you also have the below-listed rights under the California Consumer Privacy Act (“CCPA”) regarding your Personal Information (as defined under CCPA). The CCPA exempts certain information that is protected under federal law, including personal health information that is protected by HIPAA.

#### *Right to Know*

You have the right to know and see what Personal Information we have collected about you over the past 12 months, including:

- (a) The categories of Personal Information we have collected about you;
- (b) The categories of sources from which the Personal Information is collected;
- (c) The business or commercial purpose for collecting your Personal Information;
- (d) The categories of third parties with whom we have shared your Personal Information; and
- (e) The specific pieces of Personal Information we have collected about you.

#### *Right to Delete*

You have the right to request that we delete the Personal Information we have collected from you subject to certain exclusions, including, but not limited to, when the information is necessary for us or a third party to complete a transaction, provide a service, engage in certain research activities, or comply with legal obligations.

#### *Sale of Your Personal Information*

We do not sell your Personal Information for money or other consideration of value.

#### *We Do Not Discriminate*

We will not discriminate against you for exercising your rights under the CCPA, including by denying service, suggesting that you will receive, or charging, different rates for services or suggesting that you will receive, or providing, a different level or quality of service to you.

#### *How to Exercise Your Rights*

To exercise any of your access or deletion request rights, please submit a verifiable consumer request to [www.aegvision.com/contact](http://www.aegvision.com/contact).

We will contact you to confirm receipt of your request under the CCPA and request any additional information necessary to verify your request. You may also designate an authorized agent to make a request under the CCPA on your behalf, provided that you provide a signed agreement verifying such authorized agent’s authority to make requests on your behalf, and we may verify such authorized person’s identity using the procedures above.

The verifiable consumer request must:

- (a) Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or you are an authorized representative; and
- (b) Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We will not be able to respond to your request or provide you with specific pieces of Personal Information if we cannot verify your identity and authority to make the request.

Our goal is to respond to any verifiable consumer request within forty-five (45) days of our receipt of such request. We will inform you in writing if we cannot meet that timeline. Please contact us at [www.aegvision.com/contact](http://www.aegvision.com/contact) with any questions about this Privacy Notice.

### **We can change our Privacy Statement:**

We can change the terms of our Privacy Statement at any time, and the changes will apply to all information we have about you or collect about you thereafter. The updated Privacy Statement will be available upon request, in our offices and practices, and on our website.