

Privacy Policy for Eye Care Northeast, LLC

Effective Date: 03/11/2025

At Eye Care Northeast, we are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy explains how we collect, use, and protect your personal information when you visit our website, receive treatment of care, or interact with our services. By using our website and services, you agree to the collection and use information in accordance with this Privacy Policy. Please read these terms carefully before using our services.

1. Personal Data We Collect

We collect various types of personal data, including:

- **Personal Identification Information:** Your name, date of birth, contact details (phone number, email address), address, and emergency contact.
- **Health Information:** Medical history, diagnoses, treatment information, prescriptions, test results, and other health-related information necessary for providing ophthalmological care.
- **Payment and Billing Information:** Insurance details, payment method information, billing address, and any relevant financial information for processing payments. Payment information is processed securely via *ModMed Pay*.
- **Communication Records:** Any communication with our practice, including appointment confirmations, reminders, and inquiries.
- **Technical Information:** We may collect information about your device and usage, including IP address, browser type, operating system, and browsing history on our website.

2. How We Collect Your Data

We collect your data in the following ways:

- **Directly from You:** When you register, schedule appointments, or provide personal and medical information.
- **During Medical Consultations:** Information collected during exams, tests, and treatments performed by our healthcare providers.
- **Through Your Interaction with Our Website or Online Services:** If you use online forms or book appointments through our website.

- **Third-Party Sources:** Information we may receive from your health insurance provider, other medical professionals, or health systems with your consent.

3. Why We Process Your Data

We process your personal data for the following purposes:

- **To Provide Healthcare Services:** To deliver ophthalmological care, including diagnosis, treatment, and follow-up care.
- **For Appointment Scheduling:** To manage appointments, send reminders, and reschedule appointments when needed.
- **For Payment and Billing:** To process payments for medical services, including insurance claims, co-pays, and billing.
- **For Communication:** To contact you regarding appointments, treatment, test results, and general communication related to your care.
- **For Legal and Regulatory Compliance:** To comply with medical record-keeping requirements, health regulations, and other legal obligations.

4. Legal Basis for Processing Your Data

We rely on the following legal bases to process your personal data:

- **Consent:** We may process your data based on your consent, particularly in cases where explicit consent is required, such as sharing your health data with third parties (e.g., specialists or insurance companies).
- **Contractual Necessity:** Processing your data to fulfill the terms of our contract with you, including providing medical care and services.
- **Legal Obligation:** To comply with medical and health regulations, such as keeping accurate records for legal purposes.
- **Legitimate Interests:** We may process your data for purposes related to the legitimate interests of our practice, such as improving our services and protecting the health and safety of our patients.

5. Your Rights Regarding Your Data

Under applicable data protection laws, you have several rights regarding your personal data:

- **Right to Access:** You can request a copy of the personal data we hold about you.

- **Right to Rectification:** You can request corrections to any inaccurate or incomplete data we hold about you.
- **Right to Erasure (Right to be Forgotten):** You can request the deletion of your personal data, subject to certain legal obligations.
- **Right to Restriction of Processing:** You can request that we limit the way we process your data in certain circumstances.
- **Right to Data Portability:** You have the right to receive your personal data in a structured, machine-readable format and transfer it to another provider.
- **Right to Object:** You can object to the processing of your data for certain purposes, including direct marketing or processing based on legitimate interests.
- **Right to Withdraw Consent:** Where we rely on consent for processing your data, you can withdraw that consent at any time, and we will cease processing your data for that purpose.

To exercise any of these rights, please contact us using the details provided at the end of this policy.

6. Transparency and Consent

- We strive to be transparent in how we collect, use, and share your personal data.
- When required by law or for specific purposes (such as marketing or sharing data with third parties), we will ask for your explicit consent. You have the right to withdraw your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.
- We will inform you about the specific purpose of data collection, the recipients of your data, and how long we will retain it.

7. How We Share Your Data

We may share your personal data with third parties in the following circumstances:

- **Healthcare Providers:** To facilitate your treatment, we may share relevant health data with other medical professionals, including specialists or hospitals.
- **Insurance Providers:** For the purpose of processing claims or verifying your coverage.
- **Third-Party Service Providers:** We may share data with trusted service providers who assist with IT services, billing, or appointment scheduling.

- **Legal and Regulatory Authorities:** Where required by law, such as reporting to health regulators or complying with medical record-keeping laws.

We do not sell, trade, or rent your personal information, email, phone number, or text messages to third parties.

8. Retention of Data

We will retain your personal data for as long as necessary to fulfill the purposes for which it was collected, including compliance with legal, regulatory, and contractual obligations. Typically, medical records are kept for a period of 10 years or as required by law.

9. How We Protect Your Information

We take the security of your personal information seriously. We use a variety of security measures, including encryption, secure servers, and access control policies, to protect your data. However, please note that no method of electronic transmission or storage is 100% secure, and we cannot guarantee absolute security.

10. Use Email and SMS Messages

- **Information We Collect:** We collect personal information from you to send you email notifications and text messages, including your name, phone number, and email address. We may also collect message interaction and consent data, including delivery status, response data, and method of opt-in. You provide your personal information to us when you contact us to make an appointment or if you are referred to our office, and our third-party service provider may collect message interaction data through their systems. *Message and data rates may apply based on your mobile carrier's terms of service.*
- **How We use your information:** We use your information to send you healthcare-related text messages or email notifications, such as appointment reminders, response to patient inquiries, follow up messages, text-to-pay links, office closures, etc. Under HIPAA, we may further use your name and phone number (along with other Protected Health Information) as explained in our HIPAA Notice of Privacy Practices.
- **Data Sharing and Disclosure:** We do not sell or share the personal data collected under this policy with third party affiliates for promotional or marketing purposes without your prior explicit consent. Your text messaging and email opt-in is not shared with third parties except as required by law or with our trusted service providers as needed to provide email notification and text messaging services.

- **How We Collect Consent:** Your consent for us to send you email notification and text messages applies only to communications from our medical office and service partners and does not extend to third party businesses. We collect your consent to receive email and text messages in three different ways: Verbal Opt-In, Web Opt-In, and Paper Opt-In.
- **Verbal Opt-In:** When you call our office to make an appointment, we may collect your consent verbally. If you say “no”, we will not enroll you to receive email and/or text messaging. An example of this statement is as follows: *‘Would you like to receive email or text message reminders? We can send you email notifications or automated text messages about your healthcare including appointment reminders, office changes, and office closures. You may opt-out at any time by replying STOP. Message and data rates may apply based on your mobile carrier’s service plan. You may unsubscribe from any email by selecting the unsubscribe link at any time.’*
- **Web Opt-In:** You may opt-in via our website www.eyecarene.com by providing your personal information . You may click on the “contact us” section. In this section, you can fill out all the information requested including phone number and email address. You consent to being contacted by Eye Care Northeast through the communication methods provided. You agree to the following statement: *‘By checking this box, you agree to receive SMS messaging from Eye Care Northeast. Message frequency varies depending on the scenario. Message and data rates may apply based on your mobile carrier’s terms of service. No mobile information will be shared with third parties. Reply HELP for customer service information. Reply STOP to opt-out at any time. You may unsubscribe from any email by selecting the unsubscribe link at any time.’*
- **Paper Opt-In:** In our patient paperwork, we may ask you to provide written consent to receive text messaging and email communications from us. An example of this statement is as follows: *‘By checking this box, you agree to receive email and/or SMS messaging from Eye Care Northeast. Message frequency varies depending on the scenario. Message and data rates may apply based on your mobile carrier’s terms of service. No mobile information will be shared with third parties. Reply HELP for customer service information. Reply STOP to opt-out at any time. You may unsubscribe from any email by selecting the unsubscribe link at any time.’*
- **Opt-Out Email:** you may opt out of email notifications by clicking the unsubscribe link in any email we send or contacting us directly.
- **Opt-Out SMS Messages:** You may opt out of text messages at any time by replying “STOP” to any message we send. After you opt out of text messaging, you will receive

one additional message confirming your request has been processed. *Message and data rates may apply based on your mobile carrier's terms of service.*

- **Security of Your Information:** We take reasonable measures to protect the information you provide from unauthorized access, disclosure, or misuse. However, no system is completely secure, and we do not guarantee the security of your data during transmission or storage.

Where we rely on your consent to process personal data (e.g., for marketing), you may withdraw consent for the use of your health-related information at any time.

11. Cookies and Tracking Technologies

Our website may use cookies and similar technologies to enhance your experience. Cookies are small files that store information on your device allowing us to remember your preferences and track your activity. You can manage cookie preferences through your browser settings and may choose to disable certain cookies. However, some parts of our website may not function properly if cookies are disabled.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and the "Effective Date" at the top of the page will be updated. We encourage you to review this policy periodically to stay informed about how we protect your information.

13. Contact Us

If you have any questions or concerns about this Privacy Policy, or if you wish to exercise your rights under data protection law, please contact us at:

Eye Care Northeast, LLC
5 Kennedy Drive
Putnam, CT 06260
860-928-0414