

PRIVACY POLICY

Last updated February 9, 2023

Thank you for choosing to be part of our community at Uinta Eye and Vision, LLC (“Practice,” “we,” “us,” or “our”) and use our website and services (the “Platform”). In this Privacy Policy, we explain what information we collect, how we collect it, how we use it, and what rights you have in relation to it. This Privacy Policy applies to all information collected through our Platform. Please read this Privacy Policy carefully as it will help you make informed decisions about sharing your personal information with us. This Privacy Policy explains what data Uinta Eye and Vision, LLC (“Uinta”) collects, stores, uses, and shares. By using our website, products, features, or other services (collectively “Services”), you consent to the practices in this Privacy Policy. This Privacy Policy will also govern any mobile apps we develop and add to the Platform (if any).

This Privacy Policy may change over time and this Practice reserves the right to amend the Privacy Policy at any time in the future. When we make any material changes to our Privacy Policy, we will give you notice either through our website (including by updating the “as of” date of the Privacy Policy) or e-communication as we believe necessary. We encourage you to review this statement periodically.

This Practice is required by law to maintain the privacy of your health information and to provide you with notice of its legal duties and privacy practices with respect to your health information. If you have questions about any part of this Privacy Policy or if you want more information about your privacy rights, please contact us by calling this office. This Privacy Policy applies to information we collect on or through the Platform. The Privacy Policy may be supplemented by agreements or statements made available to you if you visit our office, which govern information you provide off the Platform.

1. WHAT INFORMATION DO WE COLLECT?

Personal Information

We may collect information that can identify you (“Personal Information”) when you or a third party—to whom you gave permission—give it to us. Personal Information means individually identifiable information that would allow us to determine the actual identity of, and contact, a specific living person. By providing any information to us, you consent to the collection, use, and disclosure of it as permitted by applicable law. Some examples of Personal Information we collect may include your:

- Name;
- Account username and password;
- Phone number; and/or
- Credit card and other financial information.

Non-Personal Information

We may also collect information that does not identify you (“Non-Personal Information”). Some examples of Non-Personal Information we collect may include your:

- Information posted or collected as a result of a user’s use (including your use) of our Services;

- Information when you visit or use third-party websites and apps that use our Services;
- IP address;
- Activity on the Platform
- Gender;
- Birth date;
- Zip code; or
- Location information.

Sensitive Health Information

We collect sensitive health information. We may disclose your health care information in the following circumstances, to the extent allowed by law and any agreements or policies we provide if you visit our offices in-person. We may disclose health information:

- to other healthcare professionals within our practice for the purpose of treatment, payment, or healthcare operations.
- to your insurance provider for the purpose of payment, or health care operations.
- as necessary to comply with State Workers' Compensation Laws.
- to notify or assist in notifying a family member, or another person responsible for your care about your medical condition or in the event of an emergency or of your death.
- to public health authorities for purposes related to: preventing or controlling disease, injury or disability, reporting child abuse or neglect, reporting domestic violence, reporting to the Food and Drug Administration problems with products and reaction to medications, and reporting disease or infection exposure.
- in the course of any administrative, or judicial proceeding.
- to a law enforcement official for purposes such as identifying or locating a suspect, fugitive, material witness or missing person, complying with a court order or subpoena, and other law enforcement purposes.
- to coroners or medical examiners.
- to organizations involved in procuring, banking, or transplanting organs and tissues.
- to researchers conducting research that has been approved by an Institutional Review Board.
- to appropriate persons in order to prevent or lessen a serious and imminent threat to the health or safety of a particular person or to the general public.
- military, national security, prisoner and government benefits purposes.

Change of Ownership

In the event that this practice is sold or merged with another organization, your health information/record will become the property of the new owner. Your Personal Information will be shared with this third-party purchaser or seller (including professional advisors) in connection with a corporate event such as a merger, business acquisition, or insolvency situation.

2. HOW DO WE COLLECT YOUR INFORMATION?

Information You Provide to Us

We collect and store information you enter on our Platform or provide to us in some other manner. For example, when you submit a form on our website or create an account on the Platform. This may include your Personal Information or your Non-Personal Information.

Information We Automatically Collect as You Use Our Platform

We may use cookies, web beacons, our own data-collection tools, or various third-party services to collect information automatically or with technological tools. These tools include:

- *Cookies and Use of Cookie Data:* When you use our Platform, we may assign your device one or more cookies, to facilitate access to our site and to personalize your online experience. Through the use of a cookie, we may automatically collect information about your activity on our Platform.
- *Other Technologies:* We may use standard Internet technology, such as web beacons and other similar technologies, to track your use of our Platform. We also may include web beacons in advertisements or email messages to determine whether messages have been opened.

You may learn more about internet tracking technologies on the Federal Trade Commission's website at:

<https://www.consumer.ftc.gov/articles/0042-online-tracking>.

Information Collected from Other Sources

We may obtain your Personal Information and Non-Personal Information from third-party sources when you have granted permission to a third party to share your information. We encourage you to read the privacy policies of third parties to know what Personal Information and Non-Personal Information you are sharing from other sources. This Privacy Policy does not cover third-party apps, services, websites, and links you access through our Service. We do not control third-party privacy and security practices.

3. HOW DO WE USE YOUR INFORMATION?

We may use your information primarily to operate our business, and provide services and products on the Platform. These uses include to:

- Operate, improve, debug, and maintain our Platform;
- Study, customize, and personalize user experiences;
- Comply with legal requirements, this Privacy Policy or our terms of service;
- Conduct business analysis and research, and marketing campaigns; and
- Provide security and fraud protection.

We may also use your data to send personalized information regarding updates, upgrades, enhancements, surveys, recommendations and/or advertisements.

3.3 Sharing Non-Human Readable Data.

We may use and share Personal Information and Non-Personal Information in hashed, non-human readable form. We may also share this information with third parties to develop and deliver targeted advertising on our Platform and to analyze and report on advertising you see. We may combine this information with additional Personal Information or Non-Personal Information in hashed, non-human readable form collected from other sources. We treat Personal Information that has been anonymized, or included in hashed, non-human readable form, as Non-Personal Information.

4. HOW DO WE STORE YOUR INFORMATION?

How Long We Store Your Information.

We retain Personal Information for as long as we reasonably believe is necessary to maintain our business or if we have a legitimate business reason to do so. For example, after you delete your account, we may retain account information for analytical purposes, recordkeeping integrity, to prevent fraud, enforce our terms, or to take any permitted legal action. We may also retain your data for an extended time as required to comply with applicable laws. We may retain Non-Personal Information to the extent allowed by applicable law.

How We Protect Your Information.

We take appropriate security measures, as we believe necessary, to protect your Personal Information. No security system, however, is completely secure. Therefore, although we take steps to secure your information, we do not promise, and you should not expect, that your personal information or communications will always remain secure. You should handle and disclose your personal information with care. You may learn more on how to protect your personal data on the Federal Trade Commission's website located at <https://www.ftc.gov/bcp/menus/consumer/data.shtm>. Our commitment to your privacy does not extend to third-party products and services you may access from our Platform.

5. CALIFORNIA RESIDENTS

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclose to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

If you are under 18 years of age, reside in California, and have a registered account with our Platform, you have the right to request removal of unwanted data that you publicly post on our Platform. To request removal of such data, please contact us using the contact information provided below, and include the email address associated with your account and a statement that you reside in California. Please be aware that the data may not be completely or comprehensively removed from our systems.

6. THIRD-PARTY WEBSITES

This Privacy Policy does not cover third-party apps and services you access and use through our Platform, nor does it cover links to other websites. We do not control the privacy and security practices and policies of these third parties and their sites. We encourage you to read the privacy statements of the third-party apps and websites you use.

7. USING OUR PLATFORM FROM OUTSIDE THE UNITED STATES

If you are using our Platform from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States. By using our Platform, you understand and agree that your information may be transferred to our facilities and those third parties with whom we share it as described in this Privacy Policy, and you agree that you have come to the United States to do business while you are using our Platform.

8. YOUR RIGHTS AND CHOICES

You may choose not to provide your information, but some Services may require it to function properly.

Regarding health information, you have the right to:

- request restrictions on certain uses and disclosures of your health information (please be advised, however, that this practice is not required to agree to the restriction that you requested).
- have your health information received or communicated through an alternative method or sent to an alternative location other than the usual method of communication or delivery, upon your request.
- inspect and copy your health information.
- request that this practice amend your protected health information. Please be advised, however, that this practice is not required to agree to amend your protected health information. If your request to amend your health information has been denied, you may request to be provided with an explanation of our denial reason(s) and information about how you can disagree with the denial.
- a paper copy of this Privacy Policy at any time upon request.

When you register as a member of Uinta Eye and Vision, LLC, you consent to receive electronic communication from us. You may opt-out of this feature at any time in your Account Settings. Your rights are not only limited to consent and opt-out choices. You may change or modify your information and privacy settings any time in your Account Settings.

You may also control the information collected by internet cookies. To opt-out of cookies that may be set by third-party data partners or third-party advertising partners, please go to <https://www.aboutads.info/choices/>.

9. CONTACT INFORMATION

If you have questions or comments about this policy or our Platform, you may contact us by phone at (307) 789-3937 or by mail to:

Uinta Eye and Vision, LLC
547 Cheyenne Dr., Evanston, WY 82930

Complaints about your privacy rights or how this Practice has handled your health information should be directed to the doctor, by calling this office. If the doctor is not available, you may make an appointment for a personal conference in-person, or by telephone within 2 business days.

If you are not satisfied with the manner in which this Practice handles your complaint, you may submit a formal complaint to:

Centralized Case Management Operations
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Room 509F HHH Bldg.
Washington, D.C. 20201