

Privacy Policy

This Privacy Policy ("Policy") applies to www.npteyecare.com, and Northport Eye Care ("Company") and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Northport Eye Care include www.npteyecare.com. Northport Eye Care's website is a healthcare site. By using this website, you consent to the data practices described in this statement.

Collection of your Personal Information

In order to better provide you with products and services offered, Northport Eye Care may collect personally identifiable information, such as your first and last name, mailing address, e-mail address, phone number, date-of-birth and gender.

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services. These may include, but are not limited to: (a) registering for as a patient; (b) using medical insurance; (c) using a vision plan; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us and submitting claims on your behalf to your medical insurance carrier and vision plan. We also may gather additional personal or non-personal information in the future.

Use of your Personal Information

Northport Eye Care collects and uses your personal information in the following ways:

- to operate and deliver the services you have requested
- to authorize or verify medical insurance and vision benefits
- to submit claims to medical insurance and vision benefits
- to provide you with information, products, or services that you request from us
- to provide you with notices about your account or appointments
- to carry out Northport Eye Care's obligations and enforce our rights arising from any contracts entered
- to notify you about changes to our website, office policies or any products or services we offer
- in any other way we may describe when you provide the information
- for any other purpose with your consent

Sharing Information with Third Parties

Northport Eye Care does not sell, rent, or lease its customer lists to third parties.

Patient information will not be sold or shared with third parties for marketing purposes.

Northport Eye Care may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Northport Eye Care, and they are required to maintain the confidentiality of your information. Northport Eye Care may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Northport Eye Care or the site; (b) protect and defend the rights or property of Northport Eye Care; and/or (c) act under exigent circumstances to protect the personal safety of users of Northport Eye Care, or the public.

Automatically Collected Information

Northport Eye Care does not automatically collect information about your computer hardware and software.

Right to Deletion

Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will:

-Delete your personal information from our records, with the exception of medical records, which must be kept on file according to the Health Insurance Portability and Accountability Act.

Changes to This Statement

Northport Eye Care reserves the right to change this Policy at any time. This may apply when there are changes in our services, changes in our data protection practices, or changes in the law. When changes to this Policy are significant, we will inform you. You may receive a notice via the primary email address specified in your account, by placing a prominent notice on our website, and/or by updating any privacy information. Your continued use of the website and/or services available after such modifications will constitute your: (a) acknowledgment of the modified Policy; and (b) agreement to abide and be bound by that Policy.

Contact Information

Northport Eye Care welcomes your questions or comments regarding this Policy.

Northport Eye Care
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