

SHEYE EYE CARE

Privacy Policy

Effective Date: August 30, 2026

1. Introduction

Sheye Eye Care ("Sheye Eye Care," "we," "us," or "our") respects your privacy. This Privacy Policy explains how we may collect, use, disclose, and safeguard information when you visit our website, contact us, request or schedule an appointment, or otherwise interact with our online services.

This website Privacy Policy is separate from any Notice of Privacy Practices that applies to protected health information under the Health Insurance Portability and Accountability Act (HIPAA) and other health privacy laws.

2. Information We May Collect

- **Contact information:** such as your name, telephone number, email address, and information you submit through online forms.
- **Appointment information:** such as requested location, service, appointment date or time, and other scheduling details.
- **Information you voluntarily provide:** including messages, questions, feedback, or other information you choose to submit.
- **Technical and usage information:** such as IP address, browser or device information, pages visited, referring pages, and interactions with our website.
- **Cookies and similar technologies:** information collected through cookies, pixels, analytics tools, or similar technologies used to operate, measure, secure, and improve the website.

Please avoid submitting sensitive medical information through general website forms unless the form is specifically designed and authorized for that purpose.

3. How We May Use Information

- Provide, operate, maintain, and improve our website and online services.
- Respond to inquiries and communicate with you.
- Process appointment requests and support scheduling.
- Send appointment-related or service-related communications when appropriate.
- Understand website usage, measure performance, and improve user experience.
- Protect the security and integrity of our website and business.
- Comply with applicable legal, regulatory, and professional obligations.

4. Cookies, Analytics, and Advertising

Our website may use cookies and similar technologies. We may also use third-party analytics or advertising services to understand website activity, measure advertising performance, and help present relevant advertising. These providers may collect information about your browser, device, and interactions with our website in accordance with their own privacy practices.

Depending on the technologies enabled on our website and applicable law, you may be able to manage certain cookie or privacy choices through your browser or website consent controls.

5. How We May Share Information

We do not sell your personal information for money. We may disclose information to service providers that help us operate our website, appointment scheduling, communications, analytics, advertising, security, or other business functions; when required by law; to protect rights, safety, or security; or in connection with a business transaction as permitted by law.

6. Appointment Scheduling and Third-Party Services

Our website may use or link to third-party platforms for website hosting, scheduling, maps, analytics, advertising, or other functions. Information you provide through those services may also be governed by the privacy policies and terms of the applicable third party.

7. Health Information and HIPAA

Certain information collected in connection with your care may constitute protected health information and may be governed by HIPAA and other applicable health privacy laws. When those laws apply, our handling of that information is governed by our applicable Notice of Privacy Practices and legal obligations, not solely by this website Privacy Policy.

8. Data Security

We use reasonable administrative, technical, and organizational measures intended to protect information. However, no internet transmission or electronic storage method can be guaranteed to be completely secure.

9. Data Retention

We may retain information for as long as reasonably necessary for the purposes described in this Privacy Policy, to provide services, maintain appropriate business and professional records, resolve disputes, enforce agreements, and comply with legal obligations.

10. Children's Privacy

Our website is intended for use by adults, including parents or legal guardians seeking eye-care services for minors. We do not knowingly use the website to solicit personal information directly from children in violation of applicable law.

11. Your Privacy Choices

You may contact us to request access to, correction of, or deletion of personal information you have provided through the website, subject to applicable law and record-retention requirements. Certain information related to patient care may be subject to separate medical-record and health-privacy rules.

12. External Links

Our website may contain links to websites or services operated by third parties. We are not responsible for the privacy, security, or content practices of third-party websites or services.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The revised policy will be posted with an updated effective date. Your continued use of the website after an update is subject to the revised policy.

14. Contact Us

If you have questions about this Privacy Policy or our website privacy practices, please contact Sheye Eye Care using the contact information provided on our website.

Important: This document is a general website privacy-policy template and is not legal advice. Because healthcare practices may be subject to HIPAA, state privacy laws, advertising-platform requirements, and other rules, Sheye Eye Care should have the final policy reviewed for its actual website tools and business practices before publication.