

Privacy Policy and SMS/Text Messaging Terms & Conditions

BETTER EYES PLLC

Effective Date

July 27, 2026

Website

<https://www.bettereyes4u.com>

IMPORTANT PRIVACY NOTICE

This policy explains how Better Eyes PLLC handles information collected through its public website and digital communications. Protected health information maintained in connection with patient care is also governed by Better Eyes' separate HIPAA Notice of Privacy Practices. Do not use the website, email, text messaging, or social media for a medical emergency. Call 911 or seek immediate emergency care.

This policy is written for public website publication. Headings may be used as webpage anchors for navigation.

At a Glance

- **We do not sell your medical information.** Better Eyes does not sell protected health information or use it for third-party targeted advertising without a valid authorization when one is legally required.
- **SMS consent is optional.** Consent to receive text messages is not a condition of receiving care or purchasing services. You may reply STOP to opt out and HELP for assistance.
- **Mobile opt-in information is protected.** Text-message opt-in data and consent are not shared with third parties or affiliates for marketing or promotional purposes.
- **HIPAA rights are addressed separately.** Our Notice of Privacy Practices explains how medical records and other protected health information may be used and disclosed and describes your HIPAA rights.
- **You have choices.** You may manage cookies, unsubscribe from marketing email, opt out of text messaging, and submit applicable privacy requests using the contact information at the end of this policy.
- **Security is a shared responsibility.** We use safeguards designed to protect information, but ordinary email and SMS are not fully secure. Use the patient portal or another approved secure method for sensitive clinical information.

Contents

1. Scope and Application	13. Advertising and Social Media
2. Relationship to HIPAA and the Notice of Privacy Practices	14. Artificial Intelligence and Automated Tools
3. Definitions	15. Data Security
4. Information We Collect	16. Data Retention and Disposal
5. Sources of Information	17. Your Choices and Privacy Requests
6. How We Use Information	18. Nevada Privacy Notice
7. How and Why We Disclose Information	19. Privacy Rights in Other U.S. States
8. Health Information, Clinical Images, and Patient Stories	20. Children and Minors
9. Website Forms, Appointment Requests, and Patient Portal	21. Third-Party Sites and Services
10. SMS/Text Messaging Privacy Policy and Terms & Conditions	22. Visitors from Outside the United States
11. Email, Telephone, Voicemail, and Other Digital Communications	23. Changes to This Policy
12. Cookies, Analytics, and Other Online Technologies	24. Contact Better Eyes

1. Scope and Application

Better Eyes PLLC (“Better Eyes,” “we,” “us,” or “our”) provides ophthalmology and related eye-care services. This Privacy Policy and SMS/Text Messaging Terms & Conditions (“Policy”) applies to information collected through the Better Eyes public website at <https://www.bettereyes4u.com> (the “Site”), webpages and forms that link to this Policy, and related digital interactions with Better Eyes, including email, telephone, voicemail, and text messaging.

This Policy describes our information practices. It is not a blanket consent to every use or disclosure described. When federal or state law requires a separate authorization, affirmative consent, or other specific permission, Better Eyes will seek that permission separately.

This Policy does not apply to websites, platforms, patient portals, payment services, social networks, or other services operated independently by third parties, even when the Site links to them. Those services are governed by their own terms and privacy notices, subject to any contractual and legal obligations they may owe to Better Eyes.

If a Better Eyes service presents a privacy notice that is more specific than this Policy, the more specific notice controls for that service to the extent of any conflict.

2. Relationship to HIPAA and the Notice of Privacy Practices

Better Eyes is a health care provider subject to the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”) and related federal regulations when it creates, receives, maintains, or transmits protected health information (“PHI”) in its capacity as a covered health care provider.

Our separate HIPAA Notice of Privacy Practices explains how Better Eyes may use and disclose PHI for treatment, payment, health care operations, and other purposes permitted or required by law; describes Better Eyes’ duties concerning PHI; and explains the rights available to patients under HIPAA. The Notice of Privacy Practices is available through the Site, at our office, or upon request.

Information submitted through the Site may become PHI when it is received or maintained by Better Eyes in connection with an identifiable individual’s health, health care, or payment for health care. When information is PHI, the Notice of Privacy Practices and applicable HIPAA requirements govern in addition to this Policy. If there is a conflict concerning PHI, the Notice of Privacy Practices and applicable law control.

A privacy policy, cookie banner, or acceptance of website terms does not by itself authorize Better Eyes or a technology provider to disclose PHI in a manner not otherwise permitted by HIPAA. Better Eyes does not rely on a general website consent as a substitute for a HIPAA-compliant authorization when such an authorization is required.

Use secure channels for clinical information

Do not submit detailed medical histories, photographs, test results, Social Security numbers, complete payment-card information, or other highly sensitive information through ordinary email, standard text messaging, public social media, or any website field that is not specifically identified as secure. Use the patient portal or another method approved by Better Eyes.

3. Definitions

Personal Information. information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked to an individual or household. The term includes “personal data,” “covered information,” and similar terms used by applicable privacy laws.

Protected Health Information or PHI. individually identifiable health information created, received, maintained, or transmitted by Better Eyes in its capacity as a HIPAA-covered health care provider, subject to the definitions and exclusions in HIPAA.

Sensitive Information. information that may present heightened privacy or security risk, such as health information, government identifiers, precise account credentials, financial-account information, and certain information about minors.

Process or Processing. any operation performed on information, including collecting, accessing, recording, organizing, using, analyzing, storing, transmitting, disclosing, protecting, retaining, or deleting it.

Service Provider. an entity that processes information for Better Eyes under contractual restrictions and does not use the information for its own independent purposes except as permitted by law.

Cookie. a small data file stored on a browser or device. Similar technologies include pixels, tags, software development kits, local storage, and device identifiers.

Share. unless a law defines the term differently, disclose or make information available to another entity for that entity's independent use. A transfer to a Service Provider acting only on Better Eyes' behalf is not considered a "share" under this general definition.

4. Information We Collect

The information Better Eyes collects depends on how you interact with us. We seek to collect only information reasonably necessary for legitimate clinical, operational, legal, security, and patient-service purposes. Categories may include:

- **Identifiers and contact information.** Name, postal address, email address, telephone number, date of birth, account or portal identifiers, and similar contact or identity information.
- **Appointment and inquiry information.** Requested provider or service, preferred appointment date or location, reason for contacting us, referral source, and the content of questions or messages submitted through the Site.
- **Health and care-related information.** Symptoms, medical history, diagnoses, treatment interests, clinical photographs, ophthalmic images, medications, allergies, provider referrals, insurance information, and other information you choose to submit or that is generated in connection with care. When maintained by Better Eyes as a health care provider, this information may be PHI.
- **Insurance, billing, and transaction information.** Insurance plan and member information, billing address, payment status, transaction history, and limited payment information. Complete payment-card information may be collected directly by a payment processor rather than stored by Better Eyes.
- **Communications and preferences.** Messages, call and voicemail information, email correspondence, text-message content, communication preferences, language preferences, consent records, opt-in and opt-out history, and survey responses.
- **Website and device information.** Internet Protocol address, browser type, device type, operating system, approximate location derived from IP address, referring and exit pages, pages viewed, links clicked, date and time stamps, session duration, error logs, and other technical or usage information.
- **Cookie and analytics information.** Cookie identifiers, analytics events, advertising identifiers when enabled, and information about interaction with the Site or our digital communications.
- **Security information.** Authentication logs, suspected-fraud indicators, access records, and information used to protect the Site, patient portal, systems, workforce, and patients.
- **Professional and business information.** Information from referring providers, vendors, applicants, business partners, and others who interact with Better Eyes in a professional capacity.
- **Inferences and derived information.** Information reasonably inferred from the categories above, such as likely communication preference or general interest in a service. Better Eyes does not use automated inferences to make independent clinical diagnoses or treatment decisions.

We do not request Social Security numbers, passwords, full payment-card numbers, or detailed clinical information through ordinary public website forms unless a form is specifically designed and secured for that purpose. Please do not provide information that a form does not request.

5. Sources of Information

Better Eyes may collect information from the following sources:

- You, including through the Site, telephone calls, email, text messages, in-person visits, paper forms, the patient portal, surveys, and other direct interactions.
- Your authorized representative, parent, guardian, caregiver, referring provider, other treating provider, insurer, health plan, pharmacy, or another person involved in your care or payment for care, as permitted by law.
- Our workforce members and systems as they document communications, scheduling, treatment, billing, security, and operational activity.
- Service Providers that support hosting, communications, scheduling, electronic health records, payment processing, analytics, security, records management, and other functions.
- Publicly available sources and professional directories when reasonably necessary for referrals, provider communications, credentialing, fraud prevention, or business operations.
- Cookies and similar technologies operating on the Site, subject to the controls described in this Policy.

6. How We Use Information

Better Eyes may use information for the following purposes, subject to applicable law and, for PHI, the Notice of Privacy Practices:

- **Provide and coordinate services.** Respond to inquiries, schedule and confirm appointments, coordinate surgery, communicate with referring providers, manage prescriptions and records, provide patient support, and deliver requested services.
- **Treatment, payment, and health care operations.** Use PHI for purposes permitted by HIPAA and described in the Notice of Privacy Practices.
- **Communicate.** Send appointment reminders, recalls, preoperative or postoperative instructions, billing notices, portal notifications, service announcements, and other care-related or administrative communications.
- **Operate and improve.** Maintain the Site and systems, understand usage, troubleshoot problems, improve patient experience, train staff, conduct quality assurance, and evaluate workflows.
- **Protect safety and security.** Authenticate users, prevent fraud and abuse, detect malicious activity, protect information and systems, investigate incidents, and enforce policies.
- **Comply with law.** Meet legal, regulatory, licensing, accreditation, audit, reporting, recordkeeping, and court-process obligations.
- **Manage the business.** Administer contracts, vendors, insurance, finances, corporate transactions, professional relationships, and other legitimate business functions.
- **Research and analytics.** Use de-identified or aggregated information for quality improvement, planning, research, statistics, and service development, consistent with applicable law.
- **Marketing where permitted.** Provide information about Better Eyes services or events when permitted by law. We seek separate permission when required. You may opt out of marketing communications as described below.

Better Eyes does not use ordinary website acceptance, a cookie banner, or consent to receive routine care communications as a substitute for a legally required authorization for marketing uses of PHI.

7. How and Why We Disclose Information

Better Eyes may disclose information only as reasonably necessary for the purposes described below, as directed by you, or as otherwise permitted or required by law. Categories of recipients may include:

- **Better Eyes workforce and affiliated care teams.** Authorized physicians, clinicians, employees, contractors, and personnel who need information to perform their duties.
- **Health care participants.** Referring providers, other treating providers, laboratories, pharmacies, surgery facilities, health plans, insurers, and others involved in treatment or payment, as permitted by law.

- **Business Associates and Service Providers.** Vendors supporting electronic health records, patient portals, hosting, communications, telephone and SMS services, email, cloud storage, payment processing, analytics, cybersecurity, professional services, document management, and related operations. When a vendor handles PHI on Better Eyes' behalf and qualifies as a Business Associate, Better Eyes requires a Business Associate Agreement unless an exception applies.
- **Professional advisers.** Attorneys, accountants, auditors, insurers, consultants, and other advisers subject to legal, professional, or contractual confidentiality obligations.
- **Government and legal recipients.** Regulators, licensing boards, health oversight agencies, public health authorities, law enforcement, courts, and other recipients when disclosure is permitted or required by law, legal process, or a valid governmental request.
- **Safety and rights protection.** Recipients necessary to protect the rights, safety, or property of patients, the public, Better Eyes, or others; investigate fraud or security incidents; or enforce agreements.
- **Corporate transaction participants.** Parties and advisers involved in a proposed or completed merger, acquisition, financing, restructuring, sale of assets, bankruptcy, or similar transaction, subject to appropriate safeguards and applicable law.
- **Recipients you authorize or direct.** A family member, caregiver, personal representative, employer, attorney, or other person when you authorize the disclosure or direct us to make it.

We may use and disclose information that has been aggregated or de-identified so that it is not reasonably linked to an individual. Better Eyes does not attempt to re-identify information that has been de-identified in accordance with applicable legal standards, except to test whether the de-identification process works as permitted by law.

8. Health Information, Clinical Images, and Patient Stories

Medical records, diagnostic tests, ophthalmic images, clinical photographs, surgical videos, and other materials created or received for patient care are handled as part of the clinical record and are governed by applicable law and the Notice of Privacy Practices.

Better Eyes will not publish an identifiable patient photograph, testimonial, video, case story, or similar material for publicity or marketing without an authorization that satisfies applicable requirements. A patient may revoke an authorization as allowed by law, but revocation cannot undo disclosures already made in reasonable reliance on a valid authorization.

Do not post clinical images, medical questions, appointment details, or other sensitive information in public reviews, public comments, or social media. Information posted publicly may be viewed, copied, or redistributed by others beyond Better Eyes' control.

9. Website Forms, Appointment Requests, and Patient Portal

9.1 Public website forms

Public forms may be used to request an appointment, ask a general question, request information, or provide contact details. Submitting a form does not confirm an appointment, establish a physician-patient relationship, or guarantee that a message will be reviewed within a particular time. Better Eyes will confirm appointments through an authorized communication channel.

Unless a form is specifically labeled as secure, do not use it to submit urgent concerns or extensive clinical information. Better Eyes may transfer information from a public form into its scheduling, communications, or clinical systems when appropriate.

9.2 Patient portal and authenticated services

The patient portal or another approved secure platform should be used for non-urgent clinical messages, records, test results, and other sensitive information. Portal access may be subject to separate terms and privacy notices. Better Eyes does not intentionally use advertising trackers on authenticated patient-portal pages or on pages designed to collect PHI for care; any technology with access to PHI must be evaluated and configured in accordance with applicable HIPAA requirements.

9.3 Payment services

Online payments may be processed by a third-party payment processor. The processor may collect payment-card and transaction information under its own privacy notice and security obligations. Better Eyes generally receives transaction confirmation and limited payment information rather than complete card credentials.

10. SMS/Text Messaging Privacy Policy and Terms & Conditions

DIALPAD / MOBILE PRIVACY DISCLOSURE

No mobile information will be shared with third parties/affiliates for marketing or promotional purposes. All categories mentioned in this Privacy Policy exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

10.1 Program description

When you voluntarily opt in, Better Eyes may send text messages using the Better Eyes name regarding your inquiry, appointment scheduling, appointment reminders, recalls, surgery coordination, care coordination, prescription or pharmacy communications, billing or payment notices, requests for records or information, service updates, patient-experience surveys, and other communications related to your relationship with Better Eyes. Marketing or promotional text messages, if offered, require any separate consent required by law.

10.2 Consent is optional and not a condition of care

Consent to receive text messages is voluntary and is not a condition of receiving medical care, scheduling an appointment, purchasing goods or services, or submitting a website form. An SMS consent checkbox must be optional and left unchecked by default. You may submit an inquiry or request without agreeing to text messages.

10.3 Message frequency and charges

Message frequency varies based on your appointments, services, requests, and interactions with Better Eyes. Message and data rates may apply according to your wireless plan. Better Eyes does not charge a separate fee for the messaging program, but your carrier may impose charges.

10.4 Opting out and requesting help

You may opt out of further text messages at any time by replying STOP. After you reply STOP, Better Eyes or its messaging provider may send one confirmation message and will stop non-emergency text messages to that number unless you later provide a new valid opt-in. Reply HELP for assistance, or call Better Eyes at 702-819-3937. Opting out of text messages does not affect your ability to receive care and does not prevent Better Eyes from communicating through other lawful channels.

10.5 Privacy and use of mobile information

Better Eyes uses mobile numbers, message content, delivery information, and opt-in or opt-out records to operate the messaging program, document communication preferences, support patient service, maintain security, and

comply with law. Better Eyes does not sell mobile opt-in information and does not permit its use by third parties or affiliates for their own marketing or promotional purposes.

10.6 Security and medical limitations

Standard SMS is not end-to-end encrypted and may be displayed on a locked screen, stored by a carrier, forwarded, intercepted, or viewed by anyone with access to your device or telephone account. Do not text highly sensitive clinical information, photographs, financial-account information, or passwords unless Better Eyes specifically provides a secure method. Text messaging is not continuously monitored and must not be used for emergencies, urgent eye symptoms, or time-sensitive medical concerns. Call 911 or seek immediate emergency care for an emergency.

10.7 Eligibility and responsibility for the number

By opting in, you represent that you are the subscriber or customary user of the mobile number provided, or that you have authority to consent for that number. Notify Better Eyes promptly if the number is reassigned, disconnected, or no longer under your control. Carriers are not liable for delayed or undelivered messages, and delivery is not guaranteed.

10.8 Changes to SMS terms

Better Eyes may modify or discontinue the messaging program. Material changes to these SMS terms will be posted by updating this Policy and its effective date and, when appropriate, may be communicated through the Site or the messaging program. Continued participation after legally sufficient notice of a change constitutes acceptance only to the extent permitted by law; separate consent will be obtained when required.

11. Email, Telephone, Voicemail, and Other Digital Communications

11.1 Email

Email may be used for routine administrative and care-related communications. Ordinary email is not guaranteed to be encrypted. Do not send urgent concerns or sensitive information by standard email. Marketing emails, if any, will include a method to unsubscribe as required by law; unsubscribing from marketing does not prevent transactional, care-related, safety, legal, or account communications.

11.2 Telephone and voicemail

Better Eyes may call or leave voicemail messages using the contact information you provide, consistent with your preferences and applicable law. To protect privacy, voicemail messages may contain limited information. Where call recording is used for quality, training, documentation, security, or compliance, Better Eyes will provide any notice or obtain any consent required by applicable law.

11.3 Communication preferences

You may request a reasonable alternative method or location for confidential communications. Requests involving PHI are handled under the Notice of Privacy Practices and applicable law. Some communications cannot be suppressed because they are required by law, necessary for patient safety, or essential to provide a requested service.

12. Cookies, Analytics, and Other Online Technologies

12.1 Categories of technologies

The Site may use cookies and similar technologies in the following categories:

- **Strictly necessary.** Support security, network management, page navigation, form operation, load balancing, accessibility, and other core functions. The Site may not work correctly without them.
- **Functional.** Remember preferences, improve usability, and support embedded services such as maps, video, or scheduling tools.
- **Analytics and performance.** Measure visits, traffic sources, page use, errors, and performance so Better Eyes can understand and improve the Site.
- **Advertising or measurement.** Measure campaign performance or support advertising when enabled. Better Eyes does not authorize these technologies to receive PHI for their own advertising purposes, and their use must be evaluated in light of applicable health-privacy requirements.

12.2 Information collected by online technologies

These technologies may collect device and browser information, IP address, approximate location, referring page, pages viewed, links clicked, event timestamps, session identifiers, and similar online activity. Depending on the provider and your settings, a third party may collect information about online activity over time and across different websites or online services. Better Eyes identifies this possibility to provide the transparency expected under Nevada online-privacy standards.

12.3 Health-information safeguards

Better Eyes seeks to prevent advertising or analytics technologies from receiving information that identifies an individual in connection with an appointment, patient-portal activity, diagnosis, treatment, or payment for care unless the disclosure is permitted by law and any required agreement or authorization is in place. Better Eyes periodically evaluates digital data flows and may disable, limit, or reconfigure technologies to protect health information.

12.4 Your cookie choices

You can manage cookies through any cookie-preference tool made available on the Site and through browser or device settings. Blocking cookies may limit certain features. Because there is no universally accepted standard for browser “Do Not Track” signals, the Site may not respond to all such signals. Where applicable law requires recognition of a legally valid opt-out preference signal, such as Global Privacy Control, Better Eyes will honor the signal to the extent required and technically feasible.

13. Advertising and Social Media

Better Eyes may maintain profiles on social media and may use digital advertising to provide general information about its services. Social platforms and advertising providers may independently collect information under their own policies. Better Eyes does not provide individualized medical advice through social media and does not authorize the use of PHI or SMS opt-in data for third-party targeted advertising.

If Better Eyes uses audience measurement, conversion measurement, or remarketing technology, it will seek to configure the technology to limit sensitive data and comply with applicable law. Where a state law treats a digital advertising disclosure as a “sale,” “sharing,” or “targeted advertising,” Better Eyes will provide any notice or opt-out mechanism required for the applicable information and activity.

A “like,” “follow,” comment, review, direct message, or other social interaction may be visible to the social platform and other users. Do not disclose PHI or urgent medical information through social media. Better Eyes may remove content from its own pages when it contains confidential information, threats, harassment, unlawful material, spam, or other inappropriate content, but removal cannot guarantee that copies no longer exist.

14. Artificial Intelligence and Automated Tools

Better Eyes may use appropriately governed artificial intelligence, machine-learning, transcription, scheduling, communication, cybersecurity, or workflow tools to support administrative efficiency and clinical operations. Such tools may assist authorized personnel but do not independently establish a diagnosis, select a treatment, or replace the professional judgment of a licensed clinician.

When an AI-assisted tool creates, receives, maintains, or transmits PHI on behalf of Better Eyes, Better Eyes evaluates whether HIPAA and Business Associate requirements apply and implements contractual, access, security, and human-review safeguards appropriate to the function. Better Eyes does not knowingly submit PHI to a public consumer AI service for unrestricted model training.

Automated tools may be used to route inquiries, detect spam, schedule appointments, or suggest administrative responses. You may request human assistance when an automated interaction does not address your needs.

15. Data Security

Better Eyes maintains administrative, technical, and physical safeguards designed to protect Personal Information and PHI against unauthorized access, use, alteration, disclosure, or destruction. Depending on the system and information, safeguards may include:

- Role-based access and least-privilege principles;
- Authentication, password, and account-management controls;
- Encryption in transit and, where appropriate, at rest;
- Network, endpoint, email, and cloud-security controls;
- Logging, monitoring, backups, vulnerability management, and incident-response procedures;
- Workforce privacy and security training;
- Vendor assessment and contractual safeguards;
- Physical controls for facilities, devices, and records; and
- Data minimization, retention, and secure disposal practices.

No security program can eliminate all risk. Internet transmission, ordinary email, SMS, and storage systems cannot be guaranteed to be completely secure. You are responsible for protecting devices, passwords, portal credentials, and telephone accounts under your control and for notifying Better Eyes promptly of suspected unauthorized access.

If Better Eyes determines that a security incident requires notice under HIPAA, Nevada law, or another applicable law, Better Eyes will provide notice in the manner and within the time required by law.

16. Data Retention and Disposal

Better Eyes retains information for the period reasonably necessary to provide care and services, maintain business and legal records, comply with medical-record and other retention requirements, support audits and investigations, resolve disputes, enforce agreements, maintain security, and preserve information subject to a legal hold.

Retention periods differ by information type, purpose, system, patient age, contractual obligation, and applicable law. Clinical records and PHI are retained under Better Eyes’ medical-record policies and legal requirements.

Website analytics and technical logs may be retained for shorter periods or in aggregated form. Backup copies may remain until they are overwritten or securely retired according to normal backup cycles.

When information is no longer required, Better Eyes uses reasonable methods to delete, destroy, de-identify, or render it unreadable, subject to technical limitations and legal obligations.

17. Your Choices and Privacy Requests

17.1 Communication choices

- Reply STOP to opt out of text messages and HELP for assistance.
- Use the unsubscribe link in a marketing email or contact Better Eyes to change marketing preferences.
- Adjust cookie settings through available Site tools or your browser or device.
- Ask Better Eyes to use a reasonable alternative channel for confidential communications, subject to applicable law and operational feasibility.

17.2 Access, correction, deletion, and other requests

Depending on the information and applicable law, you may request access to, correction of, or deletion of Personal Information collected through the Site; obtain information about certain processing or disclosures; opt out of certain sales, sharing, or targeted advertising; or appeal a denial. These rights may be limited by HIPAA, medical-record requirements, legal exemptions, identity-verification requirements, and Better Eyes' need to retain information for lawful purposes.

Requests concerning PHI or medical records are handled under the Notice of Privacy Practices and should be submitted through the patient portal, medical-records process, or Privacy Office. Requests concerning ordinary website information may be submitted using the contact information in Section 24.

17.3 Verification and authorized agents

To protect privacy, Better Eyes may request information reasonably necessary to verify identity, authority, and the scope of a request. Better Eyes may deny or limit a request when it cannot be verified, is fraudulent, conflicts with law, would adversely affect another person's rights, or falls within a legal exception. An authorized agent may submit a request when permitted by law, but Better Eyes may require proof of authority and direct verification from the individual.

Better Eyes does not discriminate against an individual for exercising an applicable privacy right. This does not prevent Better Eyes from charging lawful fees, denying a request under an exception, or providing a different service when information is reasonably necessary to provide that service.

18. Nevada Privacy Notice

Better Eyes is based in Nevada and provides the following Nevada-focused disclosures. Certain Nevada Internet-privacy and consumer-health-data provisions contain exemptions for HIPAA-regulated entities or information. Better Eyes nevertheless voluntarily provides the transparency and request process described in this section, without creating rights beyond those granted by applicable law.

18.1 Categories collected and categories of recipients

The categories of information collected through the Site are described in Section 4. Categories of third parties that may receive information are described in Section 7. Better Eyes' purposes are described in Section 6.

18.2 Review and correction

A Nevada resident may ask to review or correct Personal Information collected through the Site by emailing operations@bettereyes4u.com with the subject line “Nevada Privacy Request” or by writing to the address in Section 24. Requests involving PHI are processed under HIPAA and the Notice of Privacy Practices.

18.3 Opt out of sale

Better Eyes does not sell PHI or mobile opt-in information. Better Eyes does not currently exchange Personal Information collected through the Site for monetary consideration in a manner that Better Eyes understands to constitute a “sale” under Nevada Revised Statutes Chapter 603A. A Nevada consumer may nevertheless submit a verified request directing Better Eyes not to make a future sale of covered information by using the designated request address in Section 24. Better Eyes generally responds within 60 days and may extend the response period by up to 30 additional days when reasonably necessary, with notice of the extension.

18.4 Tracking across sites

As described in Section 12, third-party analytics or advertising technologies, when enabled, may collect online activity over time and across different websites or online services. Better Eyes does not authorize those providers to use PHI or SMS opt-in data for their own marketing or promotional purposes.

18.5 Material changes

Better Eyes will notify users of material changes by posting the revised Policy with a new effective date and, when appropriate, by placing a prominent notice on the Site or using another reasonable communication method before or when the change becomes effective.

19. Privacy Rights in Other U.S. States

Some U.S. states provide residents with privacy rights concerning certain Personal Information, subject to business-size thresholds, exemptions for HIPAA-covered entities or PHI, and other limitations. If and to the extent such a law applies to Better Eyes and the information at issue, eligible residents may have rights to confirm processing, access, correct, delete, obtain a portable copy, opt out of sale, sharing, targeted advertising, or certain profiling, and appeal a decision.

Better Eyes will evaluate a request under the law applicable to the requester, the information, and the activity. This Policy does not grant a statutory right where the law does not apply, and it does not limit rights available under HIPAA or another law. Requests may be submitted through the contact methods in Section 24.

20. Children and Minors

The public Site is intended for a general audience and is not directed to children under 13. Better Eyes does not knowingly collect Personal Information online directly from a child under 13 through a general website interaction without involvement or authorization of a parent or legal guardian, except as permitted by law in connection with health care.

Parents and guardians may use the Site to request services for a minor. Medical information about a minor is handled under HIPAA, Nevada law, and other laws governing minors, parents, guardians, and personal representatives. If you believe a child under 13 submitted Personal Information through the Site without appropriate authorization, contact Better Eyes so the matter can be reviewed.

21. Third-Party Sites and Services

The Site may link to or embed services operated by third parties, including maps, videos, scheduling systems, patient portals, payment processors, social networks, and other resources. A link does not mean Better Eyes controls or endorses a third party's privacy practices. Review the third party's privacy notice before providing information. Better Eyes is not responsible for independent third-party services except to the extent imposed by law or contract.

22. Visitors from Outside the United States

Better Eyes is located in Nevada and primarily serves patients in the United States. If you access the Site from another country, information may be processed and stored in the United States, where privacy laws may differ from those in your jurisdiction. Better Eyes does not represent that the Site is intended to offer services in every jurisdiction.

23. Changes to This Policy

Better Eyes may update this Policy to reflect changes in law, technology, services, vendors, or information practices. The "Effective Date" identifies the current version. Material changes will be communicated as described in Section 18.5. We encourage you to review the Policy periodically. If a change requires new consent or authorization, Better Eyes will obtain it as required by law rather than relying solely on continued Site use.

24. Contact Better Eyes

Questions, privacy requests, Nevada verified requests, and requests for a copy of the Notice of Privacy Practices may be directed to:

Privacy Contact

Better Eyes PLLC – Privacy Office

Mailing Address

9560 W. Skye Canyon Park Drive, Suite 180
Las Vegas, Nevada 89166

Telephone

702-819-3937

Email

operations@bettereyes4u.com

Website

<https://www.bettereyes4u.com>

Do not send urgent medical concerns or highly sensitive information to the privacy email address. For a medical emergency, call 911 or seek immediate emergency care. For non-emergency clinical matters, use the patient portal or call the office.

SMS QUICK REFERENCE

Program: Better Eyes patient and practice communications. Message frequency varies. Message and data rates may apply. Reply STOP to opt out. Reply HELP for help. Consent is not a condition of care or purchase. Do not use SMS for emergencies.