

## **PRIVACY NOTICE**

This privacy notice discloses the privacy practices for www.bakereye.net. This privacy notice applies solely to information collected by this web site. It will notify you of the following:

1. What personally identifiable information is collected from you through the web site, how it is used and with whom it may be shared.
2. What choices are available to you regarding the use of your data.
3. The security procedures in place to protect the misuse of your information.
4. How you can correct any inaccuracies in the information.

### **Information Collection, Use, and Sharing**

We are the sole owners of the information collected on this site. We only have access to collect information that you voluntarily give us via email or other direct contact from you. We will not sell or rent this information to anyone.

We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization.

Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

### **Your Access to and Control Over Information**

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via the email address or phone number given on our website:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

### **Registration**

In order to make an appointment, request a LASIK consultation, submit a LASIK self-evaluation, or submit a patient testimonial, a user must first complete a registration form. During registration a user is required to give certain information (such as name, address, phone number, email address). This information is used to contact you about scheduling your appointment or for providing information about services on our site in which you have expressed interest. At your option, you may also provide demographic information (such as gender or age) about yourself, but it is not required.

### **Links**

This web site contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

### **Testimonials**

Submission of patient testimonials is completely voluntary and you may choose whether or not to participate and therefore disclose this information. Information requested may include contact

information (such as name, address, email). Contact information will only be used to contact you for permission to use the provided testimonial in other media or advertising.

### **Security**

We take precautions to protect your information. We will not collect sensitive personal information via this website. We will only collect contact information in order to respond to your requests. Your information is protected both online and offline.

Wherever we collect personal information, that information is encrypted and transmitted to us in a secure way.

While we use encryption to protect contact information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment.

**If you feel that we are not abiding by this privacy policy, you should contact us immediately via telephone at 501-329-3937 or via email at [bakereye@gmail.com](mailto:bakereye@gmail.com).**