

# Privacy Policy

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## Effective Date

March 14, 2026

## Business Information

Great Lakes Optometry

2237 Ashmun Street

Sault Sainte Marie, MI 49783

United States

## 1. Introduction

Great Lakes Optometry ("we," "our," or "us") respects your privacy and is committed to protecting the personal information you provide when interacting with our website, advertisements, or services.

This Privacy Policy explains how we collect, use, and protect information obtained through our website, online forms, and advertising platforms such as Facebook.

## 2. Information We May Collect

When you interact with our website, advertisements, or registration forms (such as signing up for a workshop or requesting information), we may collect the following information:

- Name
- Phone number
- Email address
- Appointment or workshop registration details
- Communication preferences
- Any information voluntarily submitted through online forms

We may also automatically collect limited technical information such as:

- IP address
- Browser type
- Device information
- Website usage data

This information helps us improve our services and communication.

### **3. How We Use Your Information**

We use collected information for the following purposes:

- Scheduling appointments
- Registering attendees for educational workshops or events
- Communicating with you regarding eye care services
- Sending reminders or follow-up information
- Responding to inquiries
- Improving our website and marketing efforts

We may contact you by phone, email, or text message (SMS). You may opt out of communications at any time.

### **4. Advertising Platforms**

Great Lakes Optometry may use advertising platforms such as Facebook (Meta) or other digital services to promote educational events, services, or products.

When you interact with these advertisements, certain information may be shared with the advertising platform according to their own privacy policies.

You can review Meta's privacy policy here: <https://www.facebook.com/privacy/policy>

## **5. Sharing of Information**

We do not sell or rent personal information to third parties.

Information may only be shared with trusted service providers that help operate our business, such as:

- appointment scheduling software
- messaging systems
- email platforms
- secure healthcare technology systems

These partners are required to maintain appropriate privacy protections.

## **6. Health Information and HIPAA**

If you become a patient of Great Lakes Optometry, your protected health information will be handled according to our HIPAA Notice of Privacy Practices, which is provided separately to patients as required by federal law.

The privacy policy on this page applies only to general website or advertising interactions.

## **7. Data Security**

We take reasonable administrative, technical, and physical measures to protect personal information from unauthorized access, disclosure, or misuse. However, no online system can be guaranteed to be completely secure.

## **8. Your Privacy Choices**

You may request to:

- Access the personal information we hold about you
- Update or correct information
- Request deletion of your contact information from marketing lists
- Opt out of communications

To do so, please contact our office.

## **9. Children's Privacy**

Our services are not directed toward children under 13 without parental involvement. We do not knowingly collect personal information from children through online advertising or website forms.

## **10. Changes to This Policy**

We may update this Privacy Policy from time to time. Updates will be posted on this page with the revised effective date.

## **11. Contact Information**

If you have questions about this Privacy Policy, please contact:

Great Lakes Optometry

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