

# Privacy Policy



**Effective Date:** 1/17/2025

St. Luke's Cataract and Laser Institute, P.A. and St. Luke's Surgical Center, Inc. (hereafter "St. Luke's") is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and protect your information when you interact with us, including through text messaging services. By accessing or using our services, you agree to this Privacy Policy.

## Information We Collect

We collect information that you provide to us directly, such as:

- Name, phone number, and email address.
- Appointment information and preferences.
- Other details necessary to provide our services.

We also collect information automatically, such as:

- Device and usage data when you interact with our website or services.

## How We Use Your Information

We use your information to:

- Provide and manage services, including appointment reminders and notifications.
- Communicate with you about updates, promotions, or other relevant information.
- Comply with legal obligations.

## Messaging Terms & Conditions

You agree to receive informational messages (appointment reminders, account notifications, etc.) from St. Luke's. Message frequency varies. Message and data rates may apply. You can opt out at any time by replying STOP.

## Consent & Opt-out Instructions

We prioritize your privacy and ensure that:

Mobile information will not be shared or sold to third parties/affiliates for marketing or promotional purposes.

All data collected for text messaging originator opt-in and consent will not be shared with any third parties.

If you wish to stop receiving communications, you may opt out at any time by texting STOP. For further assistance, email us at [privacy@stlukeseye.com](mailto:privacy@stlukeseye.com)

## Data Sharing

We may share your data with third parties only as necessary to:

- Provide the services you have requested.
- Comply with legal requirements or enforce our policies.

We do not sell your data to third parties for marketing purposes.

## Security of Your Information

We implement industry-standard security measures to protect your data. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

## Your Rights

You have the right to:

- Access and update your personal information.
- Request deletion of your data where applicable.
- Opt out of receiving communications as described above.

To exercise your rights, contact us at [privacy@stlukeseye.com](mailto:privacy@stlukeseye.com)

## Changes to This Privacy Policy

We reserve the right to modify this Privacy Policy at any time. Changes will be posted on our website with the updated effective date.

## Contact Us

For questions or concerns about this Privacy Policy, please contact us at:

### **St. Luke's Cataract and Laser Institute**

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Tarpon Springs, FL 34689

[privacy@stlukeseye.com](mailto:privacy@stlukeseye.com)

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