Website Privacy Policy

New Vision Care (Eye Care Associates of Central Florida, PA)
15508 W Colonial Dr., Ste. 102, Winter Garden, FL 34787 · 407.798.8880 · www.newvisioncarefl.com

Effective Date: October 29, 2026

Our Commitment to Your Privacy

At New Vision Care, one of our main priorities is the privacy of our patients and website visitors. This Website Privacy Policy explains what information is collected and recorded when you visit www.newvisioncarefl.com (our "website"), and how we use and protect it.

This policy applies only to our online activities and to visitors of our website. It does not apply to information collected offline or through other channels. How we handle your health information as a patient of our practice is described in our **Notice of Privacy Practices**, which is available at our office and on our website.

If you have questions or need more information, please contact us using the details at the end of this policy.

Consent

By using our website, you consent to this Privacy Policy and agree to its terms. If you do not agree, please do not use the website.

Your Health Information and This Website

As a health care provider, we are required by law to protect your health information. Please keep the following in mind:

- **Please do not send sensitive health details through general website forms, regular email, or text message.** These channels may not be secure. Use our secure patient portal, call our office, or speak with us in person for anything involving your vision or health.
- Contact forms and appointment requests are intended for scheduling and general questions only.
- Once information becomes part of your patient record, it is protected under HIPAA and our Notice of Privacy Practices.
- If you are experiencing a medical emergency, call 911. Do not use this website to request emergency care.

Information We Collect

The personal information you are asked to provide, and the reasons we ask for it, will be made clear to you at the point we ask.

- **If you contact us directly**, we may receive your name, email address, phone number, the contents of your message, any attachments you send, and anything else you choose to provide.
- **If you request an appointment, register for an account, or use an online form**, we may ask for contact information such as your name, address, email address, phone number, and preferred appointment details, and may ask for insurance information.
- **Automatically collected information.** When you visit, our systems may collect technical information such as your IP address, browser type, device type, and the pages you view (see Log Files and Cookies below).

How We Use Your Information

We use the information we collect to:

- Provide, operate, and maintain our website
- Improve, personalize, and expand our website
- Understand and analyze how visitors use our website
- Schedule and confirm appointments and respond to your questions and requests
- Communicate with you, directly or through our service providers, including for customer service and to send updates, reminders, and information about our products and services
- Send you emails or text messages you have asked for or agreed to receive
- Find and prevent fraud and protect the security of our website
- Comply with legal obligations

Log Files

New Vision Care follows a standard procedure of using log files. These files record visitors when they visit websites. Most hosting companies do this as part of their hosting analytics. The information in log files includes internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamps, referring and exit pages, and possibly the number of clicks. This information is not linked to anything that personally identifies you. We use it to analyze trends, administer the site, track visitor movement on the site, and gather demographic information.

Cookies and Web Beacons

Like most websites, we use “cookies.” Cookies store information such as visitors’ preferences and the pages they visited on our site. We use this information to improve your experience by customizing page content based on your browser type and other information.

You can disable cookies through your individual browser settings. More detailed information about managing cookies is available on each browser’s website.

Third-Party Services and Advertising Partners

Some third-party services we use (such as website analytics, scheduling, online ordering, or advertising providers) may place their own cookies, JavaScript, or web beacons on our site.

These are sent directly to your browser, and these providers automatically receive your IP address when this occurs. They use these technologies to measure the effectiveness of their campaigns and to personalize the content or advertising you see.

New Vision Care has no access to or control over cookies used by third parties. This Privacy Policy does not apply to other advertisers or websites, so we encourage you to review the privacy policies of those third parties for details about their practices and how to opt out.

Links to Other Websites

Our website may contain links to websites we do not operate. We are not responsible for the content or privacy practices of those sites, and we encourage you to read their privacy policies.

How We Share Your Information

We do **not** sell your personal information. We may share information collected through our website only:

- With service providers and business partners who help us operate our website and practice (for example, hosting, scheduling, communications, and analytics providers) and who are required to protect your information
- When required by law, such as in response to a subpoena, court order, or government request
- To protect the rights, safety, or property of our patients, our practice, or others
- With your consent

We require our business associates and service providers to comply with our privacy policies. Some of our systems, or those of companies we work with, may use artificial intelligence. When they do, we take steps to protect your privacy and require the companies we work with to do the same.

Data Security

We use reasonable administrative, technical, and physical safeguards to protect the information we collect. However, no method of transmission over the internet or method of electronic storage is completely secure, so we cannot guarantee absolute security.

Your Choices and Rights

- **Website information.** You may ask us to tell you what personal information we have collected from you through our website, to correct information you believe is inaccurate or incomplete, or to delete it, subject to our legal and record-keeping obligations. We will respond within one month of your request.
- **Marketing.** You may opt out of marketing emails or text messages at any time by following the unsubscribe instructions in the message or by contacting us.
- **Cookies.** You may disable cookies through your browser settings.
- **Health records.** Your rights regarding your health information, including the right to access and request copies of your records, request amendments, request restrictions,

and receive an accounting of disclosures, are described in our Notice of Privacy Practices. To exercise those rights, contact our Privacy Official in writing.

Children's Information

Protecting children while they use the internet is an important priority. We encourage parents and guardians to observe, participate in, and guide their children's online activity.

New Vision Care does not knowingly collect personally identifiable information from children under the age of 13 through our website. If you believe your child has provided this kind of information on our website, please contact us immediately and we will make every effort to promptly remove it from our records.

Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will post the updated policy on this page and revise the effective date above. We encourage you to review this page periodically.

Contact Us

If you have questions about this Privacy Policy, want to exercise any of the rights described above, or have a privacy concern, please contact our Privacy Official:

Ashley Kimble, Privacy Official
New Vision Care
15508 W Colonial Dr., Ste. 102
Winter Garden, FL 34787
Phone: 407.798.8880
Website: www.newvisioncarefl.com

If you believe your health information privacy rights have been violated, you may also file a complaint with the U.S. Department of Health and Human Services, Office for Civil Rights, or the Florida Attorney General's Office. We will not retaliate against you for filing a complaint.