



CYBER PRIVACY POLICY

Effective Date: July 23, 2024

Overview

The Eye Associates of Michigan is committed to protecting the privacy and security of your personal and health information in accordance with applicable federal and state laws, including the Health Insurance Portability and Accountability Act (HIPAA), where applicable. [Link to HIPAA Privacy Practices](#)

Information We Collect

We may collect personal and, when applicable, protected health information (PHI), including:

- Name, Date of Birth, and contact information
- Insurance and billing details
- Information related to your care or services requested

How Information is Collected

We collect information through:

- Website forms
- Patient intake and registration
- Phone, email, and SMS communications
- In-person interactions

How We Use Your Information

Your information is used to:

- Schedule and manage appointments
- Provide and coordinate care
- Process billing and insurance claims
- Communicate with you regarding services and your account
- Comply with legal and regulatory requirements

How We Share Information

We may share your information:

- With healthcare providers involved in your care (treatment, payment, operations)
- With trusted service providers under confidentiality agreements
- As required by law or legal process

WE DO NOT SELL YOUR PERSONAL INFORMATION OR PHI

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SMS Consent & Communication Terms

By providing your mobile number, you agree to receive text messages related to your care and account, including appointment reminders. [Link to SMS Consent](#)

- Message frequency may vary
- Message and data rates may apply
- Reply STOP to opt out at any time
- Reply HELP for assistance or contact our office

SMS messages may not be fully secure. By opting in, you accept this risk. Your phone number and SMS consent will not be shared for marketing purposes.

Data Security

We use administrative, technical, and physical safeguards to protect your information. While we strive to protect your data, no method of transmission over the internet is completely secure.

Your Rights

You may request access to or updates of your information or ask questions about how it is used by contacting our office.

Terms of Use

By using this website, you agree to this Privacy Policy and confirm that the information you provide is accurate. This website is not intended for emergency or urgent medical communication.

External Links

This website may contain links to third-party websites not operated by us. We are not responsible for their content, security, or privacy practices.

Contact Us

If you have any questions about this Privacy Policy or your information, please contact us:

The Eye Associates of Michigan

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