

Precision Eye Care — Privacy Policy

Effective date: 09/23/2026

Precision Eye Care ("Precision Eye Care," "we," "us," or "our") respects your privacy. This Privacy Policy explains what information we collect through our website and our text messaging program, how we use it, and with whom we share it.

This Privacy Policy is separate from our Notice of Privacy Practices, which describes how we use and disclose protected health information under the Health Insurance Portability and Accountability Act (HIPAA). Where information you provide is protected health information, our Notice of Privacy Practices governs. You can review it at <https://precisioneyemd.com/> or request a copy at our office.

Information we collect

We collect the following categories of personal information:

- Contact information you provide, including your name, mailing address, email address, and mobile or home telephone number
- Appointment information, including the date, time, and type of visit you request or schedule
- Insurance information you provide when scheduling or registering, including your carrier, member identification number, and coverage details
- Communications you send us, including messages submitted through forms on our website, voicemails, and text messages
- Website usage information collected automatically, including IP address, browser type, device type, pages viewed, and the dates and times of your visits

We do not knowingly collect personal information from children under 13 through our website.

How we use personal information

We use the personal information we collect to:

- Schedule, confirm, reschedule, and remind you about appointments
- Communicate with you about your care, including test results, follow-up instructions, and prescription matters
- Verify your insurance eligibility and benefits and process billing and payment
- Respond to questions and requests you submit to us
- Operate, maintain, and improve our website
- Comply with legal, regulatory, and professional obligations

Text messaging (SMS)

If you provide your mobile number and opt in, we may send you text messages relating to your care, including appointment reminders, confirmations, account updates, scheduling changes, follow-up instructions, and other healthcare communications.

SMS consent is not shared with third parties.

We do not share, sell, rent, or otherwise disclose your mobile number or your consent to receive text messages to any third party or affiliate for their own marketing purposes. Mobile information collected for text messaging is used solely to deliver the messages you have agreed to receive from Precision Eye Care.

- Message frequency varies based on your appointments and care.
- Message and data rates may apply. Your mobile carrier's rates apply to messages you send and receive.
- To stop receiving messages, reply STOP to any message. You will receive a confirmation and no further messages, except as required to complete your request.
- For help, reply HELP or contact our office at (410) 377-2422.
- Carriers are not liable for delayed or undelivered messages.

- Opting out of text messages does not affect your ability to receive care or to communicate with us by phone, mail, or in person.

How we share personal information

We do not sell your personal information. We share personal information only as follows:

- Service providers. We use vendors that support our operations, including our electronic health record system, our telephone and messaging provider, our billing and clearinghouse vendors, and our website host. These vendors may access personal information only to perform services for us and are contractually restricted from using it for any other purpose. Where they handle protected health information, they are bound by a Business Associate Agreement.
- Health plans and payers. We share information necessary to verify coverage, obtain authorizations, and submit claims for payment.
- Other health care providers. We share information with providers involved in your care, including referring physicians, surgical facilities, and laboratories.
- Legal and regulatory. We disclose information when required by law, court order, subpoena, or governmental request, or where necessary to protect our rights or the safety of any person.
- Business transfers. If our practice is sold or merged, personal information may be transferred as part of that transaction, subject to the protections described in this policy.

As stated above, we never share mobile telephone numbers or SMS consent with third parties or affiliates for marketing purposes.

Cookies and website analytics

Our website may use cookies and similar technologies to operate the site, remember your preferences, and understand how visitors use it. You can set your browser to refuse cookies, though some parts of the site may not function properly if you do.

How we protect information

We maintain administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, use, or disclosure. No method of transmission over the internet is completely secure, and we cannot guarantee absolute security. Please do not send sensitive medical information through unsecured email or website forms.

Your choices

- You may opt out of text messages at any time by replying STOP.
- You may ask us to update or correct your contact information by calling our office.
- You may request access to or amendment of your health information as described in our Notice of Privacy Practices.

Changes to this policy

We may update this Privacy Policy from time to time. The effective date at the top of this page indicates when it was last revised. Material changes will be posted on this page.

Contact us

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