



9031 Valley Crest Lane  
Germantown, TN 38138  
(901) 757-2020



50 North Main  
Collierville, TN 38017  
(901) 302-9910



6450 Poplar Avenue  
Memphis, TN 38119  
(901) 797-9008



3161 Hwy 64  
Eads, TN 38028  
(901) 465-3130

We implement industry-standard security measures to protect your personal information from unauthorized access, disclosure, or misuse.

#### Your Rights:

You have the right to request access to your personal information, to correct inaccuracies, or to request the deletion of your information. To exercise these rights, please contact our Privacy Officer.

#### Compliance with Laws:

We comply with all applicable laws and regulations regarding the protection of your personal information, including requirements set by Twilio and other service providers.

#### USER PRIVACY POLICY (SMS & WEBSITE)

We are committed to protecting your privacy and ensuring that your personal information is handled responsibly.

- Collection of Information: We collect information necessary to provide our services, including mobile information (phone numbers and text message content) required to deliver communication services.
- Use of Information: Your personal information is used solely to provide the services you have requested, such as service provision and support.
- Sharing of Information (Mobile Carrier Compliance):
  - No mobile information will be shared with third parties/affiliates for marketing/promotional purposes.
  - All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties or lead generators.
  - Your consent to receive SMS is not a condition of purchase.
  - Message frequency varies. Message and data rates may apply.
  - Reply STOP to cancel at any time, or HELP for customer support.

## BREACH NOTIFICATION POLICY

In the event of a reportable breach of patient information, our practice agrees to abide by the breach notification requirements as established by the HIPAA Breach Notification Rule or specific State requirement. If a breach occurs, our practice will take all necessary steps to remain in compliance with this rule including as applicable notification of individuals, Business Associates, the Secretary of Health and Human Services and prominent media outlets.

## COMPLAINTS

If you think that we have not properly respected the privacy of your health information, you are free to complain to us or the U.S. Department of Health and Human Services, Office for Civil Rights. We will not retaliate against you if you make a complaint. If you want to complain to us, send a written complaint to our office at the address posted at the beginning of this notice. If you prefer, you can discuss your complaint in person or by phone.

## FOR MORE INFORMATION

If you have any questions or concerns, we encourage you to contact the Privacy Officer at the number on this notice.

### **Eyecare East**

9031 Valley Crest Lane  
Germantown, TN 38138  
901-757-2020  
[eyecareeast@gmail.com](mailto:eyecareeast@gmail.com)

### **East Memphis Eye Associates**

6450 Poplar Ave.  
Memphis, TN 38119  
901-797-9008  
[eyesocietymemphis@gmail.com](mailto:eyesocietymemphis@gmail.com)

### **Fayette Eye Associates**

3161 Hwy. 64  
Eads, TN 38028  
901-465-3130  
[fayetteeye@gmail.com](mailto:fayetteeye@gmail.com)

### **Square Eyecare**

50 N. Main St  
Collierville, TN 38017  
901-302-9910  
[squareeyecare@gmail.com](mailto:squareeyecare@gmail.com)



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### 1. Program Description

The 901eyes SMS Messaging Program is used to communicate with patients regarding appointment reminders and confirmations, digital intake form notifications, billing messages and invoices, and appointment rescheduling assistance. Messages may include links and phone numbers to help patients complete forms, secure payment links to pay, or contact the office.

### 2. Cancellation / Opt-Out

You can cancel the SMS service at any time. To unsubscribe, simply text the keyword STOP to [TEXTING VOIP NUMBER]. After you send the SMS message STOP to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time or text START to the same number, and we will start sending SMS messages to you again.

### 3. Support / Help

If you are experiencing issues with the messaging program, you can reply with the keyword HELP for more assistance, or you can contact us directly at:

Phone: 901.757.2020 or

Email: [eyecareeast@gmail.com](mailto:eyecareeast@gmail.com)

### 4. Carrier Liability

Wireless carriers are not liable for delayed or undelivered messages.

### 5. Message & Data Rates / Frequency

Message and data rates may apply for any messages sent to you from us and to us from you. Message frequency may vary depending on your appointments and interactions with the practice. If you have questions

about your text or data plan, please contact your wireless provider.

6. Privacy

If you have any questions regarding privacy, please review our Privacy Policy also posted.

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