

Privacy Policy for Eye Care for Detroit

Last Updated: January 18, 2025

Introduction

Eye Care for Detroit ("we," "our," or "us") is committed to protecting the privacy of individuals ("you" or "your") who interact with our organization, purchase tickets, attend our events, or utilize our services. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information.

Information We Collect

Personal Information

We collect information that you voluntarily provide to us, including:

- Name, address, email address, and phone number
- Payment information when purchasing tickets or services
- Medical history and vision care information
- Emergency contact information
- Demographic information
- Photos and videos from events (with consent)

Automatically Collected Information

When you visit our website or use our online services, we may automatically collect:

- Device information (type, operating system, browser)
- IP address and location data
- Website usage data
- Cookies and similar tracking technologies

How We Use Your Information

We use your personal information to:

- Provide eye care services and process appointments
- Process ticket purchases and event registrations
- Send important notifications about services or events

- Communicate about our programs and initiatives
- Improve our services and user experience
- Conduct research and analytics
- Comply with legal obligations
- Respond to your inquiries
- Process donations and maintain donor records

Information Sharing and Disclosure

We may share your information with:

- Healthcare providers involved in your care
- Payment processors and financial institutions
- Event partners and vendors (limited to necessary information)
- Government agencies when required by law
- Service providers who assist in our operations

We do not sell your personal information to third parties.

Data Security

We implement appropriate technical and organizational measures to protect your personal information, including:

- Encryption of sensitive data
- Secure storage systems
- Access controls and authentication
- Regular security assessments
- Staff training on privacy and security

Your Rights and Choices

You have the right to:

- Access your personal information
- Request corrections to your data

- Opt-out of marketing communications
- Request deletion of your information (subject to legal requirements)
- Withdraw consent for specific data processing activities
- Request a copy of your personal data

Children's Privacy

We do not knowingly collect personal information from children under 13 without parental consent. If we learn we have collected such information, we will take steps to delete it promptly.

Cookie Policy

Our website uses cookies to:

- Maintain your session
- Remember your preferences
- Analyze website traffic
- Improve user experience

You can control cookie settings through your browser preferences.

Changes to This Policy

We may update this Privacy Policy periodically. We will notify you of any material changes by:

- Posting the updated policy on our website
- Sending an email notification
- Displaying a notice at our physical locations

Contact Information

For questions about this Privacy Policy or to exercise your privacy rights, please contact us at:

Eye Care for Detroit Privacy Officer [Address] Email: privacy@eyecaredetroit.org Phone: [Phone Number]

Retention of Information

We retain personal information for as long as necessary to:

- Fulfill the purposes outlined in this policy
- Comply with legal obligations
- Resolve disputes
- Enforce our agreements

Special Notice for Health Information

Medical and vision care information is subject to additional protections under HIPAA and other healthcare privacy laws. Please refer to our separate Notice of Privacy Practices for details about how we handle protected health information.

International Data Transfers

While we primarily operate in Detroit, if we transfer your data outside the United States, we ensure appropriate safeguards are in place to protect your information.

By using our services, attending our events, or providing your information to us, you acknowledge that you have read and understand this Privacy Policy.