

Privacy Policy

Last Modified: December 27, 2024

Please read this privacy policy carefully before using the <https://www.waveeyecare.com> websites or related content (individually and collectively, the “site”). By accessing or using the site, you agree to this privacy policy. We may amend this policy from time to time by posting a revised policy to the site.

INTRODUCTION

This Privacy Policy provides information about how **WAVE Eye Care**, which includes **WAVE Contact Lenses®**, **EyePrint Prosthetics**, and **Advanced Vision Technologies (AVT)** (collectively “we,” “us” or “our”), may collect and use information about you when you use the Site. This Privacy Policy applies only to the Site and not to third-party websites, products, services, or applications (collectively, “Third-Party Sites or Services”) to which we may provide links. The collection and use of your information by Third-Party Sites or Services are governed by third-party privacy policies, which we are not responsible for. If you link to, enter, download, or provide information to or through any Third-Party Sites or Services, the use and collection of your information by the applicable third-party will be governed by that third-party’s privacy policy.

1. INFORMATION COLLECTION

We collect and store two kinds of information related to you:

- **Personally Identifiable Information (PII):** PII includes any information that identifies or could be used to uniquely identify, contact, or locate you. We collect your PII when you register with us, create a customer account, purchase products from our online shop, participate in interactive features such as providing reviews, comments, survey responses, or correspondence with us, and obtain promotional material from us.
- **Non-Personally Identifiable Information (Non-PII):** Non-PII is information that does not uniquely identify you as a person, including PII that has been rendered anonymous. We collect Non-PII when you access the Site, such as your IP address, browser type, operating system, the third-party website from which your visit originated, how you use the Site, including the pages you visit, and the duration of your visits.

2. USE OF INFORMATION COLLECTED

We may use PII and Non-PII to:

- Provide, improve, and personalize the Site and services.
- Respond to your inquiries and requests.
- Better understand your needs and preferences.
- Improve our products, services, and customer experiences.

We may disclose PII and Non-PII to:

- **Third-party Service Providers:** We share information with trusted service providers who help us operate the Site, process transactions, and deliver products and services

(e.g., hosting, data management, analytics). These providers are obligated to protect your information and use it only for the purposes for which it was provided.

- **Publicly-Posted Content:** If you choose to post reviews, comments, or other information publicly on the Site (e.g., message boards, forums), such content may be visible to other users.
- **With Your Consent:** We may share your information with third parties if you explicitly consent.

Additionally, we may use Non-PII to analyze Site traffic, identify trends, and better understand customer needs.

3. COOKIES

We, and third parties we authorize, may use cookies and similar technologies to collect Non-PII automatically. Cookies are small files placed on your device to help recognize your browser and improve your experience. You can manage cookies through your browser settings, but note that disabling cookies may limit some functionality of the Site.

4. SALE OF BUSINESS AND DISCLOSURE BY LAW

We may disclose PII and Non-PII:

- **Business Transfers:** If we sell or transfer all or part of our business or assets, your information may be part of the transferred assets.
- **Legal Compliance:** We may disclose information as required by law, to comply with legal processes, or to protect our legal rights, property, and users.

5. SECURITY OF INFORMATION

We use industry-standard security measures to protect your information during transmission and storage, including secure servers, encryption, and controlled access. While we strive to protect your PII, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

6. REVISIONS

This Privacy Policy may change over time to reflect changes in our business practices. We will notify you of any changes by posting an updated policy on the Site and providing an updated effective date. Please review this policy periodically to stay informed about how we protect your information.

7. SOLE STATEMENT

This Privacy Policy, along with our Terms of Use, constitutes the entire agreement between you and us regarding your use of the Site. By continuing to use the Site, you agree to be bound by this Privacy Policy and our Terms of Use.