



**SouthEast Eye Physicians & Surgeons**

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**Online / Website Privacy Policy for SouthEast Eye Physicians and Surgeons**  
**[<https://southeasteyewi.com/>]**

Effective Date: 08/25/2023

Welcome to <https://southeasteyewi.com/> ("we," "our," or "us"). We value and are committed to maintaining your confidence and trust concerning your privacy. This privacy policy explains how we can and do collect, use, and share your personal information.

Please Note: For this Privacy Policy, personal information is defined as any information about an individual from which that person can be identified.

If you disagree with the terms and conditions of this Policy, you should not access or use this website.

**Information we can collect:**

Directly from you: We collect information you voluntarily provide when you fill out a form, subscribe to a newsletter, or contact us. For example, your First Name, Last Name, Home Address (street address, city, state, province, region, zip/postal code), phone number, and personal email.

Information that you communicate to us, such as questions or information. You send it to customer support.

Automated and Location Information - for example, your IP address, browser type, and browsing behavior.

Email Interconnectivity (If you receive email communications from us, we might use some tools to capture data, such as when you open our messages and click on hyperlinks or banners it may contain. We use this information to enhance and support our marketing and sales operations).

**What we do with the information we gather:**

We may use your personal information for the following purposes:

- To respond to your queries and fulfill your requests.
- To send you administrative information, such as updates to our terms, conditions, and policies.
- For marketing purposes, including tailored advertising.
- For analytics and improvement of our website and services.
- As we believe to be necessary or appropriate under applicable laws.
- Internal Record Keeping
- Notify you about changes, updates, and other announcements related to SouthEast Eye.

## Analytics

- We may occasionally send emails about special events and other information we think you may find interesting using the email address you provided.
- We may also use your information to contact you for market research purposes. We may contact you by mail, email, or phone.

### **How long we retain your Information:**

We will retain your personal information for as long as needed to fulfill the purposes for which it was collected. We will also have and use your personal information if necessary to comply with our business requirements. For example, legal obligations, resolving disputes, protecting our assets, providing our services, and enforcing our agreements. When we no longer have the purpose of retaining your personal information, we will securely and safely dispose of it.

### **How we Protect your Data:**

We take precautions to protect your personal information against loss, misuse, and theft. We use appropriate technical and organizational measures to prevent unauthorized access, disclosure, alteration, and destruction.

However, no internet transmission or electronic storage can be 100% secure.

### **Any legally granted rights users have regarding all of this:**

Please use the Contact Us details at the end of this Policy to exercise your rights and choices under this Policy.

### **Disclosure of Information**

Your personal information will not be shared with third parties without your consent, except:

- To fulfill a service you requested.
- With service providers, we employ to perform business-related functions on our behalf.
- When legally required or in legal proceedings.
- In the event of a merger, acquisition, or any form of sale of some or all of our assets.

Our goal is to keep your personal information current, complete and accurate. Please get in touch with us, however, if you believe your information is inaccurate or if it has changed.

### **Right to Object.**

In certain circumstances, as permitted under applicable law, you have the right to object to processing your personal information and to ask us to erase or restrict our use of your personal information. If you would like us to stop using your personal information, don't hesitate to get in touch with us, and we will let you know if we can agree to your request.

**Right to Erasure and Deletion of Your Personal Information.**

You may have a legal right (for instance, if you are in the EU or EEA under the GDPR) to request that we delete your personal information when it is not needed for the purposes it was collected or when your data has been unlawfully processed. All deletion requests should be sent to the address noted in the Contact Us section at the bottom of the Policy. In addition, we may delete your personal information if it is incomplete or inaccurate or if our persistent storage of your information is not helpful for our legal obligations or business objectives. When we delete personal data, it will be removed from our active servers, databases, and our Website. However, it may remain in our archives when it is unnecessary or possible to delete. We also may retain your personal information to comply with our legal obligations, resolve disputes, or enforce any agreements.

**Right to Withdraw Consent.**

If you have provided your consent to collecting, processing, and transferring your personal information, you can withdraw your consent fully or partially. To withdraw your consent, please notify us using this Policy's information in the Contact Us section. You may follow opt-out links on any marketing communications sent to you. Once we have received notice that you have withdrawn your consent, we will no longer process your information for the purpose(s) to which you initially consented unless there are compelling legitimate grounds for further processing that override your interests, rights, and freedoms or for the establishment, exercise, or defense of legal claims. Withdrawal of consent to receive marketing communications will not affect the processing of personal information to provide our services.

**Right to Complain.**

If you believe that your rights relating to your personal information have been violated, you can process a complaint through the courts. You may also process a complaint with us using the information provided in the Contact Us section of this Policy.

**Online Tracking.**

We do not currently recognize browser settings or signals of tracking preferences, which might include "Do Not Track" instructions.

**European Union or European Economic Area Residents.**

If you are in the EU or EEA and believe we have not processed your personal information by applicable stipulations of the EU GDPR. In that case, you may submit a complaint to your local data protection or supervisory authority.

**California Residents.**

California Civil Code Section § 1798.83 permits users of the Website who are California residents to request certain information regarding our disclosure of PII to third parties for their direct marketing purposes. If you are a California resident and would like a copy of the such notice, please submit a written request using the information in the "Contact Us" section of this Policy.

**Children's Privacy.**

Our Website is not intended for children under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have collected personal information from a child under 13, we will delete that information as soon as possible. If you are a parent or guardian and believe that we have collected personal information from your child without your consent, please get in touch with us using the 'contact us' information contained in this privacy policy

**Changes:**

We reserve the right to change and update our Policy from time to time. Changes will be posted on this page with an updated revision date. If we change how we treat your personal information, we will provide notice through the Service or other means.

**Our Contact Information:**

If you have any questions, comments or concerns about this Policy, please get in touch with us by using the information below:

SouthEast Eye Physicians and Surgeons

6125 Green Bay Road, Suite 800

Kenosha, WI 53142

Phone: 262-654-0726

Email: [silva.k@wisoutheasteye.com](mailto:silva.k@wisoutheasteye.com)