

Website Privacy Policy

Last modified: June 25, 2021

Introduction

EyeMedsNow, LLC (“**Company**,” “**We**,” “**Us**,” or “**Our**”) respects your privacy and is committed to protecting it through our compliance with this policy. This policy describes:

- The types of information we may collect or that you may provide when you access or use the website located at www.eyemedsnow.com (the “**Website**”).
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies only to information we collect in this Website and in email, text, and other electronic communications sent through or in connection with this Website.

This policy DOES NOT apply to information that:

- We collect offline or on any other Company apps or websites, including websites you may access through this Website.
- You provide to or is collected by any third party (see Third-Party Information below).

Our Website and these other third parties have their own privacy policies, which we encourage you to read before providing information on or through them.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not register, access, or use this Website. By registering, accessing, or using this Website, you agree to this privacy policy. This policy may change from time to time (see Changes to Our Privacy Policy below). Your continued use of this Website after we revise this policy means you accept those changes, so please check the policy periodically for updates.

Not Intended for Children

The Website is not intended for children under eighteen (18) years of age, and we do not knowingly collect personal information from children under 18. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at Editor@eyemedsnow.com.

Information We Collect and How We Collect It

We collect information from and about users of our Website:

- Directly from you when you provide it to us.
- Automatically when you use the Website.

Information You Provide to Us

When you register with, or use this Website, we may ask you to provide information:

- By which you may be personally identified, such as name and email address ("**personal information**").
- That is about you but individually does not identify you, such as password and professional role.

This information includes:

- Information that you provide by filling in forms in the Website. This includes information provided at the time of registering to use the Website. We may also ask you for information when you report a problem with the Website.
- Records and copies of your correspondence (including email addresses and phone numbers), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Your search queries on the Website.
- Age and weight of patients, types of medication, and conditions or diagnoses of patients.

Automatic Information Collection and Tracking

When you access and use the Website, it may use technology to automatically collect:

- **Usage Details.** When you access and use the Website, we may automatically collect certain details of your access to and use of the Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on or through the Website.
- **Device Information.** We may collect information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number.
- **Location Information.** This Website collects real-time information about the location of your device.

If you do not want us to collect this information do not register, access, or use the Website.

Information Collection and Tracking Technologies

The technologies we use for automatic information collection may include:

- **Cookies (or mobile cookies).** A cookie is a small file placed on your computer or mobile device. It may be possible to refuse to accept cookies by activating the appropriate setting on your computer or mobile device. However, selecting this setting may possibly limit your usage or access to all aspects of our Website.
- **Web Beacons.** Pages of the Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related Website statistics (for example, recording the popularity of certain app content and verifying system and server integrity).

Third-Party Information Collection

When you use the Website or its content, certain third parties may use automatic information collection technologies to collect information about you or your device. These third parties may include:

- Advertisers, ad networks, and ad servers.
- Analytics companies.
- Your mobile device manufacturer.
- Your Internet or mobile service provider.

These third parties may use tracking technologies to collect information about you when you use this Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites, apps, and other online services websites. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information, to:

- Provide you with the Website and its contents, and any other information, products, or services that you request from us.
- Fulfill any other purpose for which you provide it.
- Give you notices about your account, including expiration and renewal notices.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us.
- Notify you of changes to any products or services we offer or provide through the Website.

The usage information we collect helps us to improve our Website and to deliver a better and more personalized experience by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you use the Website.

We may use the information we collect to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without

your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual or device, without restriction.

In addition, we may disclose personal information that we collect or you provide:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company or others.

Your Choices About Our Collection, Use, and Disclosure of Your Information

We strive to provide you with choices regarding the personal information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of over your information.

- **Tracking Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies or block the use of other tracking technologies, some parts of the Website may then be inaccessible or not function properly.
- **Location Information.** You can choose whether or not to allow the Website to collect and use real-time information about your device's location through the device's or browser's privacy settings. If you block the use of location information, some parts of the Website may become inaccessible or not function properly.
- **Promotion by the Company.** If you do not want us to use your email address to promote our own or third parties' products or services, you can opt-out by clicking on the "Unsubscribe" link in the email.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

Accessing and Correcting Your Personal Information

You can review and change your personal information by logging into the Website and visiting your account profile page.

Data Security

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted through our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

Changes to Our Privacy Policy

We may update our privacy policy from time to time. If we make material changes to how we treat our users' personal information, we will post the new privacy policy on this page with a notice that the privacy policy has been updated and notify you by email to the email address specified in your account.

The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you and for periodically visiting this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

EyeMedsNow, LLC
Attention: Manager
P.O. Box 994
Worthington, OH 43085
or
Editor@eyemedsnow.com

To register a complaint or concern, please contact Editor@eyemedsnow.com.