

PRIVACY SECURITY NOTICE

Associated Retinal Consultants, LLC (“ARC”) dba Hackensack Eye Care Center, an Affiliate of PRISM Vision Group, is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Privacy Statement applies to the Patient Portal website (the “Patient Portal”) and describes how we collect, use, and disclose the data we receive through the Patient Portal. By using the Patient Portal, you consent to the privacy practices described in this statement. To learn about our privacy practices related to your protected health information under HIPAA, please review the ARC HIPAA Notice of Privacy Practices. In the event of any conflict between our HIPAA Notice of Privacy Practices and this Privacy Statement, the terms of our HIPAA Notice of Privacy Practices shall control.

The Patient Portal or ARC websites may provide links to third-party websites. We encourage you to review the privacy statements of those third-party websites so that you can understand how they collect, use and share your information. ARC is not responsible for the privacy statements or other content on third-party websites outside of Patient Portal or ARC websites.

Collection of your Personal Information

When you use the Patient Portal, ARC collects personally identifiable information (“Personal Information”), such as your email address, name, home address, telephone number, ZIP code, age, gender, contact preferences, and account information. This information is used by ARC for the operation of the service, to maintain quality of the service, and to compile general statistics regarding use of the Patient Portal.

Uses and Disclosures of Your Personal Information

ARC collects and uses your Personal Information to operate the Patient Portal website and deliver the services you have requested. ARC may also use your Personal Information to inform you of other products or services available from ARC and its affiliates. ARC may, from time to time, contact you about a particular offering that may be of interest. ARC may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

ARC may share data with HIPAA business associates working on our behalf to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such business associates are prohibited from using your Personal Information except to provide these services to ARC, and they are required to maintain the confidentiality of your protected health information in accordance with HIPAA.

ARC does not sell, rent or lease its patient lists to third parties.

ARC will disclose your Personal Information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on ARC; (b) protect and defend the rights or property of ARC; and (c) act under exigent circumstances to protect the personal safety of users of Patient Portal, or the public.

Patient Portal Usage Information

ARC may collect technical information about your usage of the Patient Portal, including, but not limited to, your IP address, account activity and access times, website traffic patterns, and the device you are using to access the Patient Portal (“Usage Information”). We use Usage Information for a variety of purposes, such as to better understand our patients’ interests and preferences regarding our services and improve the Patient Portal user experience.

In addition, ARC keeps track of the pages our patients' visit within Patient Portal, in order to determine what services are the most popular. This data is used to deliver customized content within Patient Portal to patients whose behavior indicates that they are interested in a particular subject area.

Use of Cookies

Cookies are used for system performance functionality. You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Patient Portal services.

Security of your Personal Information

ARC takes reasonable steps to secure your Personal Information from unauthorized access, use or disclosure. Unfortunately, no data transmitted or made available via the Internet is guaranteed to be 100% secure. If you believe that the security of your Patient Portal account has been compromised, please promptly contact ARC using the contact information provided below.

Children's Online Privacy

ARC does not market to or knowingly collect Personal Information directly from a child under the age of 13 without the consent of the child's parent or legal guardian. If we learn that we have inadvertently collected Personal Information directly from a child under the age of 13, we will promptly take reasonable steps to delete such information from our systems and records.

Changes to this Statement

ARC will occasionally update this Privacy Statement to reflect changes to our privacy practices, the Patient Portal's features, or applicable laws and regulations. Unless we indicate otherwise, any changes we made to this Privacy Statement will take effect immediately upon posting the updated version to this website. ARC encourages you to periodically review this Privacy Statement to be informed of how ARC is protecting your information.

Contact Information

ARC welcomes your comments regarding this Privacy Statement. If you believe that ARC has not adhered to this Privacy Statement, please contact ARC at Compliance@prismvisiongroup.com. We will use reasonable efforts to promptly determine and remedy the problem.