

NOTICE OF ONLINE PRIVACY POLICY  
Drs. Babington and Babington / Apple Tree Optical

This Privacy Policy is effective as of 8/18/2022. Your prior activities with our website (“Drbabington.com”) may have been governed by an earlier version of the Policy. For HIPPA – see HIPPA policy.

By sharing the Privacy Policy for Drbabington.com, (collectively, “we” or “us”), we hope to help you understand how information can create new opportunities for our customers, as well as to reassure you that we respect and honor customer requests to restrict and protect personal information.

By using drbabington.com (collectively, “Websites”), coming to our stores, calling customer service, engaging with us on social media, interacting with us in any way, or utilizing any of our services, you consent to this Privacy Policy.

If you have questions or wish to contact us about the Policy, direct inquiries to:

Office Manager  
7520 Montgomery Blvd NE  
Building E Suite 6  
Albuquerque NM 87109  
(505) 883-1208  
info@drbabington.com

#### WHAT INFORMATION DO WE COLLECT?

We do not collect personal information about you when you visit our stores or website unless you choose to provide such information to us.

We collect personally-identifying information you provide to us in connection with your purchases, requests for services, the creation of a personal user account, any material you may post to our Websites or social media pages, or your participation in surveys on any of our Websites. From time to time, we may provide you the opportunity to participate in contests or other voluntary activities through the Websites. We may request personal information from you, along with other information, in order for you to participate in these activities.

Participation in these activities is completely voluntary; you may elect not to disclose your personal information by not participating in the activity.

In addition, for each visitor to our Websites, we automatically gather certain information and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We collect and store this information on an individual basis and in combined

form. We also collect both user-specific and aggregate information on what pages visitors access or visit.

## HOW DO WE USE THIS INFORMATION

We use the information we collect so we can provide better services and better information to our customers. We use home and email addresses to send information to our customers on eye care, exclusive offers, new products and services, and store events that we feel our customers would find valuable.

We use the information we collect to analyze trends, to administer the Websites, to track users' movements around the site, and to gather information about our customer and Website user base. We also use this information to improve the content of our Websites, and to customize the content and layout of our pages. All of this is done with the intention of making our Websites more useful and a better experience for our customers.

We do not rent or sell any personal information we collect to any third parties.

We use third-party tracking services to track non-personally-identifying information about visitors to our Websites in the aggregate. These third-party services may use JavaScript, pixels, transparent GIF files, and other means to enable us to learn which advertisements bring users to our website. Any information we track in this manner is anonymous, limited to usage and volume statistics, and is used to provide insight into the effectiveness of our online marketing initiatives and strategies.

## COLLECTION AND USE OF HEALTH INFORMATION

We are required by applicable law to maintain the privacy of your health information. Please see our HIPAA Privacy Statement for information on our privacy practices, our legal duties, and your rights concerning your health information. Any health information we collect from you on this site will be handled in accordance with the terms of our HIPAA Privacy Statement.

If you do not wish to receive any promotional information from us, please let us know by sending your request to:

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info@drbabington.com

Please provide sufficient information to allow us to identify you in our records.

Information Access

Upon request, we provide access to your own personally-identifying information (e.g., name, address, phone number) that we maintain. To access your information, send a written request to:

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7520 Montgomery Blvd NE  
Building E Suite 6  
Albuquerque NM 87109  
(505) 883-1208  
info@drbabington.com

Please provide sufficient information to allow us to identify you in our records.

We may ask for information verifying your identity prior to disclosing any information to you. If we do, the information you provide will only be used for purposes of identity verification, and this information will be destroyed when the process is complete.

#### INFORMATION SECURITY

We follow generally accepted industry standards to protect the personal information submitted to us, and to protect against loss, misuse or alteration of your information. When you provide personally-identifying information, we encrypt transmissions involving such information using secure protocols.

Please note, that while we use commercially-reasonable methods to protect your personal information, we cannot guarantee its absolute security.

#### Changes to this Policy

We may use customer information for new uses not previously disclosed in our Privacy Policy. If our Privacy Policy changes materially at some time in the future, we will post the changes to our Websites and revise our Privacy Policy accordingly. If we have collected personally-identifying information from you, we will notify you about the changes and obtain your consent prior to making use of your information in new ways.