

Privacy Policy – Southwestern Eye Associates

Effective Date: January 2026

Southwestern Eye Associates ("we," "our," or "us") is committed to protecting your privacy and safeguarding your personal and health information.

1. Information We Collect

We may collect the following types of information:

- Personal information (name, phone number, email address, date of birth)
- Health-related information necessary to provide care
- Appointment and communication preferences

2. How We Use Information

We use collected information to:

- Schedule and manage appointments
- Send appointment reminders and updates
- Provide healthcare services
- Communicate important information regarding your care

3. SMS Communications

If you opt in to receive SMS messages:

- You may receive appointment reminders, confirmations, and administrative updates
- Message frequency may vary
- Message and data rates may apply

4. Sharing of Information

We do not sell or share your personal information for marketing purposes.

No mobile opt-in or text message consent will be shared with third parties or affiliates.

We may share information only as necessary:

- With healthcare providers involved in your care
- To comply with legal obligations
- With HIPAA-compliant service providers supporting our operations

5. Data Security

We implement administrative, technical, and physical safeguards to protect your personal and health information in accordance with applicable laws and regulations.

6. Your Rights

You may request access to, correction of, or deletion of your personal information where applicable.

7. Contact Information

Southwestern Eye Associates

653 N. Town Center Drive

Las Vegas, NV 89144

Phone: (702) 215-6950

Email: manager@sweye.net

8. Updates to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted with an updated effective date.

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