



## Eyeland Wellness Privacy Policy

**Effective Date:** January 10, 2025

Eyeland Wellness ("Company," "we," "us," or "our") respects your privacy and is committed to protecting it through this Privacy Policy. This policy describes the types of information we may collect from you or that you may provide when you visit our website, use our services, or interact with us in person, and our practices for collecting, using, maintaining, protecting, and disclosing that information. This policy is compliant with the Health Insurance Portability and Accountability Act (HIPAA) and Hawaii state privacy regulations.

### 1. Information We Collect

We collect several types of information, including but not limited to:

- **Personal Information:** Name, phone number, email address, date of birth, and other identifiers.
- **Medical Information:** Health conditions, treatment history, prescriptions, and other relevant medical data in compliance with HIPAA.
- **Payment Information:** Credit/debit card details, billing address, and transaction history.
- **Technical Information:** IP addresses, browser type, operating system, website usage statistics, cookies, and tracking technologies.
- **Communication Data:** Any correspondence, messages, or interactions with our support team.
- **Location Data:** Approximate geographic location when using our services online.

### 2. How We Collect Information

We collect information through:

- **Direct Input:** Forms, online bookings, in-person visits, and communications.
- **Automated Technologies:** Cookies, analytics tools, log files, and tracking mechanisms.
- **Third Parties:** Insurance providers, healthcare affiliates, marketing platforms, or service partners.
- **Publicly Available Sources:** As permitted by law, we may gather limited public information to verify identity and eligibility.



### 3. HIPAA Compliance and Medical Data Protection

We are fully compliant with HIPAA regulations, ensuring that all collected health-related information is protected. This includes:

- Using HIPAA-compliant secure storage and encryption methods.
- Limiting access to medical information based on necessity.
- Not disclosing medical information without patient consent, except as required by law.

### 4. How We Use Your Information

We use the information we collect for various purposes, including:

- **Service Delivery:** Providing and managing our ophthalmology and aesthetic treatments.
- **Account Management:** Processing payments, verifying insurance, and scheduling appointments.
- **Communication:** Sending appointment reminders, updates, and marketing messages.
- **Legal and Compliance Obligations:** Ensuring compliance with medical, legal, and regulatory requirements, including Hawaii privacy laws.
- **Security and Fraud Prevention:** Protecting against unauthorized access, data breaches, and fraudulent activities.
- **Analytics and Improvements:** Enhancing our website, services, and customer experience.

### 5. Sharing Your Information

We do not sell or rent your personal information. However, we may share data with:

- **Service Providers:** Third-party vendors assisting in IT support, payment processing, appointment scheduling, and analytics.
- **Healthcare Professionals:** Collaborating with physicians, labs, and healthcare affiliates for treatment purposes.
- **Legal and Regulatory Authorities:** In response to legal requests, subpoenas, or regulatory compliance.
- **Marketing and Advertising Partners:** Providing you with relevant offers and promotions, only if you opt in.

## 6. Hawaii Consumer Privacy Protection Act Compliance

Under Hawaii privacy laws, you have specific rights, including:

- **Right to Access:** You can request details on the personal information we collect and process.
- **Right to Correction:** You may request corrections to inaccuracies in your personal data.
- **Right to Deletion:** You may request the deletion of your personal data, subject to legal obligations.
- **Right to Opt-Out:** You have the right to opt out of the sale or sharing of your personal data.

Requests can be made through our contact information provided below.

## 7. Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes outlined in this policy, comply with legal obligations, resolve disputes, and enforce agreements.

## 8. Data Security Measures

We implement industry-standard security measures, including:

- HIPAA-compliant encryption of sensitive medical data.
- Secure access controls and authentication procedures.
- Regular security assessments and updates.
- Restricted data access based on need-to-know principles.

## 9. Cookies and Tracking Technologies

We use cookies, web beacons, and similar tracking technologies to:

- Improve user experience and website functionality.
- Personalize content and advertisements.
- Analyze visitor interactions and trends.

You may manage cookie preferences through your browser settings or opt out of certain tracking technologies where applicable.



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(808) 329-0633 FAX  
Info@eyelandwellness.com  
[www.eyelandwellness.com](http://www.eyelandwellness.com)

## **10. Third-Party Links**

Our website may contain links to third-party websites. We are not responsible for their privacy practices and encourage you to review their policies before sharing personal information.

## **11. Children's Privacy**

Our services are not directed at individuals under the age of 18. We do not knowingly collect personal information from minors without parental consent. If you believe a child has provided us with information, please contact us to request deletion.

## **12. International Data Transfers**

If you access our services from outside the United States, your data may be transferred, processed, and stored in jurisdictions with different privacy laws. By using our services, you consent to such transfers.

## **13. Changes to This Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or technology. Any updates will be posted with a revised effective date.

## **14. Contact Information**

For questions, concerns, or requests regarding this Privacy Policy, contact us at:

Eyeland Wellness  
75-1028 Henry Street, Suite 200, Kailua-Kona, HI 96740  
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