

# PRIVACY POLICY

Effective Date: Sept, 2020

We take protecting your identity and the personal information you provide very seriously. Our privacy policy applies to the personal information we collect in store, through our website at [www.optometrix.com](http://www.optometrix.com), and throughout our relationship with our customer.

This privacy policy (the "Policy") describes the personal information we may collect from you; the purposes for which we collect it; how we use it and when we may share it with third parties. This Policy also describes the choices you have regarding the collection, use, or disclosure of your personal information. Optometrix, LLC will not collect, use, or disclose your personal information other than in compliance with this Policy.

By using the [www.optometrix.com](http://www.optometrix.com) website and/or making online purchases, you agree to the terms and conditions of Optometrix, LLC's Policy. We will notify our customers and website users of any changes made to the Policy by publishing an updated Policy on our website. Following publication, your continued use of the [www.optometrix.com](http://www.optometrix.com) website, in-store options and online purchase services will constitute your acceptance of the new Policy.

We may offer the ability to connect to our website or use our applications, services, and tools using a mobile device either through a mobile application or via a mobile optimized website. The provisions of this Policy apply to all such mobile accesses and uses of mobile devices. This Policy will be referenced by all such mobile applications or mobile optimized websites.

## PROVISIONS OF OUR PRIVACY POLICY

- When is information collected?
- What type of information is collected?
- For what purpose is this information collected?
- Is the information shared with third parties?
- Your choices about receiving promotional communications
- What are cookies and how are they used on this site?
- How to access or change your personal information, withdraw your consent, make inquiries or lodge a complaint with regards to this Policy and Optometrix, LLC's privacy practices?
- How long is your personal information retained?
- How is your personal information secured?
- Mobile privacy

## WHEN IS INFORMATION COLLECTED?

You can visit our stores or our website without disclosing personal information.

However, we will collect information in the following cases:

- Making an eye exam appointment online, by telephone, or in store
- Making a frame fitting appointment online
- Creating a patient file in store
- Creating an online customer account
- Purchasing in store or online
- Subscribing to our newsletters or promotional communications
- Entering a sweepstake or answering a survey
- E-mailing questions or comments
- Optometrix, LLC does not collect financial data such as credit card or financing information.

## WHAT TYPE OF INFORMATION IS COLLECTED?

The type of information collected depends on the type of interaction with the customer. It includes first name, last name, birth date, address, e-mail, telephone, language, gender, purchase information, lifestyle information, ocular prescription information, and communication preferences. When using the website, we can also automatically collect certain information through the use of cookies and stock it in temporary files. This information may include but is not limited to browser information, Internet providers, operating system, Internet protocol address (IP) or other identification means, location, date and time.

## FOR WHAT PURPOSE IS THIS INFORMATION COLLECTED?

Optometrix, LLC can use your personal information for but not limited to the following:

- Processing your order or answering your questions regarding this order;
- Confirming your eye exam or frame fitting appointment;
- Sending eye exam reminders;
- Manufacturing a product purchased online or in store;
- Sending promotional communications such as newsletters or exclusive offers;

- Inviting you to answer a survey or enter a sweepstake;
- Contacting you to answer a survey in order to improve our products or customer service.
- You can unsubscribe to promotional communications at any time. Refer to the “Your choices about receiving promotional communications” section.

## IS THE INFORMATION SHARED WITH THIRD PARTIES?

We may share your personal information with the head office of Optometrix, LLC – New Look Vision Group – if you visit our website at [www.optometrix.com](http://www.optometrix.com), make in store or online purchases, enter a sweepstake, answer a survey or receive promotional communications. New Look Vision Group can communicate with you (by e-mail, mail, or otherwise) and provide you with information about the Group’s product or services that might interest you, or collect additional information and use that information subject to and for other purposes contemplated by this Policy.

We do not sell or lease your personal information to non-affiliated third parties except as permitted by law. However, in the event of a sale of all or substantially all of our business or another similar transaction, we may transfer or disclose your personal information to a purchaser or prospective purchaser, who may collect, use and disclose such information for the purposes of evaluating the proposed transaction or operating and managing the affairs of the acquired business, or for other purposes identified in this Policy.

We reserve the right to disclose your personal information as required by law, in response to legal process and law enforcement requests, and as necessary to protect the property, interests and rights of Optometrix, LLC.

## YOUR CHOICES ABOUT RECEIVING PROMOTIONAL COMMUNICATIONS

We want to communicate with you only if you want to hear from us. If you prefer not to receive promotional information from us, or if you do not want us to use your information to enhance your shopping experience (such as eye exam reminders), please let us know by using one of the following methods: call us at (323) 957-2020 / (310) 273-8290 / (310) 820-7866, e-mail us at: [info@optometrix.com](mailto:info@optometrix.com) or send a request to Optometrix, LLC Customer Service at [email address](#). Please be sure to include your full name, telephone number and e-mail address. It may take up to two (2) weeks to process your postal mail request, during which period you may continue to receive communications from Optometrix, LLC. You may also unsubscribe from our e-mail services by using the unsubscribe link at the bottom of any promotional message you receive from Optometrix, LLC.

## WHAT ARE COOKIES AND HOW ARE THEY USED ON THIS SITE?

We may use “cookies” to track your preferences and activities on the [www.optometrix.com](http://www.optometrix.com) website. Cookies are small data files transferred to your computer’s hard-drive by a website. They keep a record of your preferences making your subsequent visits to the site more efficient. Cookies may store a variety of information, including the number of times that you access a site, registration information, and the number of times that you view a particular page or other item on the site. The use of cookies is a common practice adopted by most major sites to better serve their clients. Most browsers are designed to accept cookies, but they can be easily modified to block cookies; see your browser’s help files for details on how to block cookies, how to know when you have received cookies, and how to disable cookies completely. You should know, however, that without cookies, some of the website’s functions will not be available and the user will lose some of the benefits of the site.

## HOW TO ACCESS OR CHANGE YOUR PERSONAL INFORMATION, WITHDRAW YOUR CONSENT, MAKE INQUIRIES OR LODGE A COMPLAINT WITH REGARDS TO THIS POLICY AND OPTOMETRIX, LLC'S PRIVACY PRACTICES?

Optometrix, LLC will ensure that the personal information it collects is as accurate, complete, and up-to-date as is necessary for the purposes for which it is to be used. You are entitled to request access to and correction of your personal information collected by us. In order to make such a request, or if you have any questions or complaints in relation to this Policy and Optometrix, LLC’s privacy practices, please contact our privacy officer by writing to: 11701 Wilshire Boulevard, Brentwood, California 90025 / 375 North Beverly Drive, Beverly Hills, California 90210 / 6288 Hollywood Blvd, Hollywood, California 90028. If you have consented to the collection, use and/or disclosure of personal information as identified herein, please note that you can also withdraw your consent at any time by communicating with our privacy officer as provided above.

## HOW LONG IS YOUR PERSONAL INFORMATION RETAINED?

We will keep your personal information as long as is reasonably necessary for the purposes described in this Policy or such longer period as may be required by applicable law.

## HOW IS YOUR PERSONAL INFORMATION SECURED?

Optometrix, LLC has adopted appropriate measures to ensure the confidentiality of personal information and to safeguard personal information against loss or theft, as well as unauthorized access, disclosure, copying, use or modification, in light of, among other things, the sensitivity of the information and the purposes for which it is to be used. Furthermore, each and every Optometrix, LLC employee, mandatory or agent must abide by this Policy.

## MOBILE PRIVACY

When you use our mobile optimized website or our mobile application, we may receive information about your location and your mobile device, including a unique identifier for your device. Optometrix, LLC and our service providers may use and store this information to provide you with location based services, search results, and other personalized content. Optometrix, LLC will provide notifications only to those customers who accept to receive such notifications. Most mobile devices allow you to control or disable location services in the device's settings menu. If you have questions about how to disable your device's location services, we recommend you contact your mobile service carrier or the manufacturer of your particular device.