

# Privacy Policy

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Landmark Eye, LLC d/b/a Dr. Bill Shaw

Effective Date: April 1<sup>st</sup> 2026

## 1. Overview

At Landmark Eye, we are committed to protecting the privacy and security of your personal and health information. This Privacy Policy describes how we collect, use, and safeguard information when you visit our website, communicate with us, or receive care.

## 2. Information We Collect

### A. Personal Information

#### **We may collect:**

- Name
- Phone number
- Email address
- Mailing address
- Insurance information

### B. Health Information (Protected Health Information – PHI)

#### **If you are a patient, we collect medical information including:**

- Medical history
- Diagnoses and treatments
- Imaging (e.g., OCT, fundus photos)
- Medications and prescriptions

### C. Website Data

### **When you visit our website, we do not collect:**

- IP address
- Browser type
- Pages visited
- Cookies and analytics data

### **3. How We Use Your Information**

#### **We use your information to:**

- Provide medical care and treatment
- Schedule and manage appointments
- Communicate with you (including reminders)
- Process billing and insurance claims
- Improve our services and website

### **4. Communications**

#### Appointment & Care Communications

We may contact you via phone calls, text messages, or email for appointment reminders, follow-ups, and care-related information.

#### Marketing Communications

We will not send marketing messages without your consent. You may opt in or opt out at any time.

### **5. Sharing of Information**

We do not sell your personal or health information. We may share information with insurance companies, labs, business associates, or as required by law.

### **6. Your Rights**

You have the right to access records, request corrections, request restrictions, receive disclosures, and request confidential communications.

## **7. Data Security**

We implement safeguards including secure EMR, encryption, and access controls.

## **8. Website Cookies & Tracking**

Our website may use cookies and analytics tools. You may disable cookies in your browser.

## **9. Third-Party Services**

We may link to third-party services and are not responsible for their privacy practices.

## **10. Children's Privacy**

Our services are not directed to children under 13 without parental involvement.

## **11. Changes to This Policy**

We may update this policy periodically with a revised effective date.

## **12. Contact Information**

Dr Bill Shaw  
1353 N Courtenay Pkwy, Ste T, Merritt Island, FL 32953  
(321) 449-2966 (office)  
bshaw@drbillshaw.com

## **13. Text Messaging Consent (TCPA Compliance)**

By providing your phone number, you consent to receive healthcare-related messages. Message frequency may vary. Message and data rates may apply. Reply STOP to opt out.