

# **Privacy Policy for The Eye Care Institute/Butchertown Clinical Trials**

At The Eye Care Institute/Butchertown Clinical Trials, we are committed to protecting the privacy of our patients and research participants. We understand the importance of data privacy and the need to comply with the regulations set forth by the Federal Communications Commission (FCC) related to 10DLC (10-digit long code messaging).

## **What Information We Collect**

We may collect personal information from you during the course of your care and/or participation in our clinical trials. This may include your name, contact information, medical history, and other health-related information.

## **How We Use Your Information**

We use the information we collect to provide care to our patients and research participants, as well as to communicate with you about upcoming appointments, or materials you may have on order from us.

## **10DLC Compliance**

We use 10DLC messaging to communicate with our patients and research participants. 10DLC is a message protocol established by the FCC to combat fraudulent and spammy messaging practices. Our use of 10DLC messaging is in compliance with FCC regulations, which include obtaining prior express written consent from the recipient and including opt-out instructions in our messages.

## **Data Security**

We take data security very seriously and have implemented measures to protect your personal data. This included physical, electronic, and administrative safeguards to prevent unauthorized access, disclosure, or use of your information.

## **Sharing Your Information**

We will only share your personal information with third parties if required by law or if necessary to provide care, obtain payment from insurance, or conduct our clinical trial research.

## **Your Rights**

You have the right to access and correct your personal information. If you wish to exercise these rights, please contact us using the information provided at the end of this policy.

## **Changes to this Policy**

We may update this policy from time to time. If we make any material changes, we will notify you by posting the updated policy on our website.

## **Contact Us**

If you have any questions or concerns about our privacy policy or our use of 10DLC messaging, please contact us at:

The Eye Care Institute/Butchertown Clinical Trials

1536 Story Avenue, Louisville, KY 40206

(502) 589-1500

[info@eyecareinstitute.com](mailto:info@eyecareinstitute.com)