

Privacy Statement for Mayfair Eye Care

Protecting your personal information

We do not collect personal information about you unless you choose to provide that information to us via our website or other means. We do not use techniques that collect personal information about you without your knowledge.

How we use non-personal information

Our website's operating and monitoring system may automatically record some general information about your online visit, such as:

- The Internet domain for your Internet service provider, such as 'company.com' or 'service.ca' and the IP address of the computer accessing the website, such as 'ppp-55'
- The type of browser (such as 'Safari version x' or 'Internet Explorer version x') you are using
- The type of operating system you are using (such as Macintosh, Unix, or Windows)
- The date and time you visit our site and the web pages that you visit on our site, along with the address of the previous website you were visiting, if you linked to us from another web site
- Additional online data such as length of time on each webpage, whether you are a new or return visitor and other data that is not connected to your personal email or name.

The information our clinic reviews is aggregated and non-personal.

What we use the data for

We use this information for statistical analysis to help us make our site more useful to users. We may disclose this non-personal information to third parties such as suppliers, marketing platforms or advertisers and/or use it for auditing purposes. This tracking system does not record personal information about individuals or link this information to any personal data collected.

We may use 'cookies' that identify you as a return visitor. A cookie is a piece of data that a website can send to your browser, which may then store the cookie on your hard drive. So, when you come back to visit us again, we can tailor information to suit your individual preferences. This may also be used for the creation and repeated login if you are using an account on our site. The goal is to save you time and provide you with a more meaningful visit and to measure website activity. Cookies do not contain any personally identifying information. Browsers allow you to disable cookie collection if you wish, or inform you when a cookie is being stored on your hard drive.

Entering Personal Information and Profiles

If you use our vision therapy section or any section that requires a login, customer profile or other personal data, you will be providing your personal information to our database. This information is securely held but we encourage you to hold your password securely and follow all current recommendations for password security.

What about spam?

You will not receive marketing e-mail from Mayfair Eye Care unless you have consented to receive it. Please note that we have several different types of email, mainly newsletter style marketing emails and clinic operational emails such as appointment information. You will have the opportunity to consent to them, or not, separately. From time to time we may use e-mail as a way to keep in touch with our existing customers and other interested individuals. However, we do not send 'spam' (unsolicited marketing e-mail). If you agree to receive e-mail communications from us, every e-mail message we send you will include an e-mail address to which you can respond. Emails also include an unsubscribe button. If at anytime you decide you do not want to receive marketing e-mail from us, simply let us know and we will remove your name and e-mail address from our marketing lists or you can click the unsubscribe option. We will do the same with your mailing address and telephone number on request.

When you leave this site

This policy discloses the privacy practices for our website. However, our website contains links to other sites. Once you link to another site, you are subject to the privacy and security policies of the new site. We encourage you to read the privacy policies of all websites you visit, especially if you share any personal information.

If you utilize our online booking feature, you will be making your appointment using our secure and trusted software partner, Visual-Eyes and the program Visual Book. You may review their Privacy Policy here: <https://www.visual-eyes.ca/privacy-policy/>

For questions or concerns, please contact our Privacy Officer at our clinic office at mayfaireyecare@gmail.com.