

1-800 Contacts and its affiliates who link to this general Online Privacy Notice (“1-800 Contacts,” “we,” “us,” or “our”) are committed to working to protect the privacy of information we collect from or about our customers. This general online privacy notice (“1-800 Contacts Online Privacy Notice” or “Online Privacy Notice”) describes how we treat information we collect from you (“you” or “your”) when you use our digital platforms (e.g., our “Website,” mobile applications (“App”), or any other digital platform that links to this Online Privacy Notice) (collectively, the “Site”), or that we collect from you in connection with our services (e.g., customer support, marketing events, sponsored programs, etc.) (“Services”). This Online Privacy Notice does not apply to your protected health information, as defined under the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”). For information on how we treat your information that is considered protected health information, please refer to our **Notice of Privacy Practices**.

We do not sell, rent, or loan any information that identifies you to any third party for monetary consideration.

1-800 Contacts Online Privacy Notice

Effective Date: November 07, 2024

In this Online Privacy Notice we describe how we collect, use, share, and protect your information when you interact with 1-800 Contacts through our Site or Services, or any other digital platform or Services that links to this Online Privacy Notice. For purposes of this Online Privacy Notice, the information referred to throughout this Online Privacy Notice is any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you or your household. Please note that this information does not include public information that is lawfully made available to the public. Additionally, the information referred to by this Online Privacy Notice does not include information that is deidentified or aggregated in a way that it cannot be used to identify a particular consumer or household (“deidentified information”). This Online Privacy Notice also includes categories of information we collect through the Site, how we use it, with whom we share it, and the choices you have to control, access, and update your information. If you have questions about anything in our Online Privacy Notice, please contact us at privacydepartment@1800contacts.com.

A separate and specific privacy policy (“Specific Policy”) may apply to certain digital platforms or mobile apps. In such cases, we will indicate that by posting that Specific Policy, rather than this Online Privacy Notice, and such Specific Policy will apply and govern your use of such platforms and mobile apps. For example, when you use [ExpressExam](#), you will be governed by the [ExpressExam Privacy Notice](#). To the extent there is a conflict between the terms of this Online Privacy Notice and the Specific Policy, the terms of the Specific Policy will govern.

For Residents of Certain States

If you are a resident of California, Colorado, Connecticut, Montana, Oregon, Texas, Utah and Virginia (“Applicable States”), please review the Supplemental Privacy Notice for Residents of Certain States (“[Supplemental Privacy Notice](#)”) for additional information on the use and disclosure of your Personal Information, additional rights that may be available to you, and instructions for exercising those rights. The Supplemental Privacy Notice supplements this Online Privacy Notice. If there is any conflict between this Online Privacy Notice and the Supplemental Privacy Notice, the Supplemental Privacy Notice will control solely with respect to your Personal Information while you are a resident of the Applicable State. If you are a resident of an Applicable State, you also acknowledge our Supplemental Privacy Notice.

If you have questions about which policy applies to the information you have submitted, please do not hesitate to Contact Us.

By using our Services you agree to the privacy practices described in this Online Privacy Notice. If you do not agree with this Online Privacy Notice or any other applicable policies or notices related to the Services, please uninstall any Apps from your device and stop using the Services. By continuing to use the Services after we have updated this Online Privacy Notice, you accept such revised Online Privacy Notice.

Information we collect

The information we collect from you varies, depending on the way you use our Services. We collect information from or about you in the ways described below.

Information you provide to us

When you use our Site or Services, we collect information that you choose to share with us. We collect several types of information from and about you when

you use our Site or Services. This information may include personal identifiers, including:

- Name
- Address
- Email address
- Telephone number
- Credit or debit card information
- Health information, such as prescription information and photos
- Eye provider information
- Insurance information
- Any other information about you that you choose to share with us

Social Media Log-in Information

If you use the option to log in with your social media account, we will receive the information included in your social media public profile, such as your social media handle, your gender, age range, country, and language.

We also collect any information you choose to provide to us. You have the option not to provide any of the information we ask you for, however, there are some features of our websites, services, and business operations where we have to collect certain information and, if you do not provide us with the required information, you will not be able to access, use, or interact with that feature. This is especially true where it is impossible for the feature to operate if you do not provide certain information (for example account creation, user preferences, or marketing communications).

Geolocation

Our Site may utilize location services on your device to collect and use location data, including the real-time geographic location of your device. If you consent to the utilization of location services, we may use GPS, Bluetooth, your device's unique identifier, and/or your IP Address, along with Wi-Fi and cell tower locations, and other technologies to determine your device's geolocation. This location data is utilized to initiate notifications or deliver services requested by you.

We will collect geolocation data from your mobile device only if you consent, and you can determine and choose whether the location services will be always running or only when the App is in use through your Settings on your mobile device. You may choose to disable location services through our App, but if you do so, you will not receive any notifications or services that require a geolocation. Most mobile devices provide users with the ability to disable

location services. These controls are generally located in the device's settings menu. You can also contact your mobile service carrier or your device manufacturer for more information on disabling location services.

Usage Information We Collect When You Use The Services

You do not need to create an account or affirmatively provide your information in order to browse or use our Site or Services. Our Site, however, collects certain usage information automatically when you use our Site and Services, including through the use of tracking technologies, that may personally identify you, your interactions with us and information regarding the device you use to access our Site and Services (collectively "Usage Information"). This information includes:

- Device information, such as hardware setting, web browser type and language.
- IP and MAC addresses.
- Unique advertising ID.
- Products and services you have searched on the Site.
- Your interaction on our shopping cart or payment pages.
- Times you have accessed pages and your usage and timing of activity on those pages.
- Pages you have viewed.
- Searches you have conducted.
- Reproduction of a user's interaction on web or native mobile application pages you visited before or after navigating to our Website.
- Recordings and transcripts of your interactions with our Live Chat feature.

For more information on our use of tracking technologies to collect Usage Information, see the section "*How we use cookies and other usage technologies*" below.

When you use our Site and access our Services, you consent to our use of these tracking technologies and our collection and use of your Usage Information.

Other information We Collect When You Use Our App

When you use our App, we collect information that you can choose to share with us by granting permissions to do so. This information may include the following:

- Your photos when we request access to your device's camera to provide prescription information or product look up. These photos are saved to your device for future look up.
- We may request access to your microphone and recording.

- We may request access to your location. We use this to provide a list of doctors near you.
- We may access your external storage. We save a PDF invoice to your device when requested.
- We may access other apps installed on your device (e.g. browser). We do this to launch the service you have requested.

Information we collect from third parties

We may collect information about you from other organizations including, for example, for digital engagement services, including social media networks, advertising providers and analytics providers (see below) or publicly available sources. For example, we may receive information about you from a partner when we jointly offer services or from an advertiser about your experiences with them. We may combine that with the information we collect through our Services.

How we use your information

We may use your information to provide, analyze, administer, enhance, and personalize our Site and the Services, including our marketing of our Site and Services to you. We also use your information to communicate with you and to operate our business. More specifically, we may use your information to:

- Deliver our Services to you, including providing access to our Site's online features, such as eye exams and prescription verification, completing and processing your online purchases or engaging in other transactions with us.
- Communicate with you about the Services, including to respond to your customer service requests or respond to any other inquiry or correspondence you send to us.
- Interact with you when you engage with us on our Live Chat feature.
- Present you with marketing relating to our Services, including promotions, coupons and other discount offers, and more relevant display advertisements.
- Provide you updates, reminders, or other informational or educational content.
- Enable you to participate in a contest, sweepstake, promotion, or survey.
- Enable you to participate in our loyalty/rewards program.
- Enable you to participate in blogs and post testimonials. If you provide a testimonial, your name will be publicly posted along with the testimonial. Please remember that blogs and testimonials are located in the public

areas of our Site. Do not share content that you would not want others to read, save, or share.

- Process your application for employment.
- Analyze and improve the Site and Services, and monitor and analyze trends and usage.
- Prevent, detect, investigate, or remediate security or other legal concerns, including fraud.
- Protect our rights, property, or safety, or that of our users, or any other person, or the copyright-protected content of the Services.
- Comply with applicable laws, regulations, or industry requirements, or respond to subpoenas or government requests.
- Fulfill any other purpose for which you provide it, consent to, or authorize.
- To the extent you use our prescription submission tools, we may use text recognition artificial intelligence to capture information you upload to facilitate completion of your order.

How we disclose your information

We may disclose information collected about you in the following situations:

- With service providers, sellers, affiliates, and partners, including for digital engagement purposes:
 - We may disclose information about you with service providers to perform functions and process your data and to help provide our Services including hosting and storage providers, payment processors etc.
- With third parties for legal or security reasons:
 - We may share information about you if we reasonably believe that disclosing the information is needed to:
 - comply with any valid legal process, governmental request, or applicable law, rule, or regulation.
 - investigate, remedy, or implement enforcement against potential violations of our policies or Terms and Conditions.
 - protect our rights, property, and safety, or that of, our users, or others.
 - detect and address any fraud or security concerns.
- With third parties as part of an acquisition or liquidation:
 - If we are involved in a merger, asset sale, financing, corporate divestiture, reorganization, or acquisition of all or some portion of our business to another company or if we undergo liquidation or bankruptcy proceedings, we may disclose your information in

connection with such transaction or proceeding before and or after the transaction closes or the proceedings are completed.

- We may disclose your information in connection with an employment application to verify the information you provide.
- With your consent or authorization. We may share information in other ways if you give us consent, authorization, or direction to do so.

Aggregated de-identified information

We may also disclose to third parties—such as advertisers—aggregated, or de-identified information, and we do not limit our third-party providers from using, selling, licensing, distributing, or disclosing de-identified data.

How we use cookies and other usage technologies

We and our research, technology, and marketing partners, affiliates, analytics, or service providers use cookies and other usage technologies, such as web beacons, web storage, and unique advertising identifiers, to collect information about your activity, browser, and device. The usage technologies we use include:

- **Cookies.** *A cookie is a unique data file placed on a device when it is used to visit our Site or Services. Cookies help enable your preferred web experience, allowing our Services to recognize your device and preferences, and to track your use of and interest in different parts of our Website.*
- **Web Beacons.** *Small graphic images or other web programming code called web beacons (also known as “1x1 GIFs” or “clear GIFs”) may be included in our Services’ pages and messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a page or e-mail can act as a web beacon. Web beacons or similar technologies may be used for a number of purposes, including to count visitors to the Services, to monitor how users navigate the Services, or to identify particular articles or links actually viewed.*
- **Embedded Scripts.** *An embedded script is programming code that is designed to collect information about your interactions with the Website, such as the links you click on. The code is temporarily downloaded onto your device from our web server or a third-party, is active only while you are connected to the Services and is deactivated or deleted thereafter.*
- **Browser Fingerprinting.** *Browser fingerprinting is a collection and analysis of information from your browser used on your device, such as your*

browser type, version, operating system, plug-ins, system fonts and other data, for purposes of identification.

- ***Etag, or Entity Tag.*** *Etag or Entity Tag is a feature of the cache in browsers. It is an opaque identifier assigned by a web server to a specific version of a resource found at a URL. If the resource content at that URL ever changes, a new and different Etag is assigned. Used in this manner, Etags are a form of device Identifier. Etag tracking may generate unique tracking values even where the consumer blocks HTTP, Flash, and/or HTML5 cookies.*
- ***Recognition Technologies.*** *These are technologies, including application of statistical probability to data sets, which attempt to recognize or make assumptions about devices, users, and activities on the Services (e.g., that a user of multiple devices is the same user), including session and event recorders, voice to text recognition, etc.*

Most web browsers are set to accept usage technologies by default. If you prefer, you can usually choose to disable these on your browser (see below) but doing so may prevent you from using the full features of the Services. For information about your choices regarding these technologies please see “Your access and choices regarding your personal information” below.

We allow third party business partners to place certain usage technologies on our Site. These third parties may collect information about how you use our Services and other websites and online services over time and across different services. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, and better understand your online activity, and support our marketing and advertising.

Interest-based advertising

Some companies may use information collected on our Site to deliver advertisements on our behalf, or on behalf of other companies, to your various devices or social media feeds. Advertisements may be targeted to your interests and preferences, on our Site or other websites or applications. Such information may also be used to gauge the effectiveness of advertisements. To learn more about your choices regarding this sharing of your information please see the “Your access and choices regarding your personal information” section below and the Supplemental Privacy Notice, if applicable.

You can learn about which third parties have currently enabled cookies for your browser or mobile device and how to opt-out of some of those cookies by accessing the Network Advertising Initiative’s [website](#) or the Digital Advertising Alliance’s [website](#) or, if you’re located in the European Union (“EU”), click [here](#)

from your browser. For more information on mobile specific opt-out choices, please visit the Network Advertising Initiative's information on [Opt-out Mobile Choices](#) website and from your mobile device.

On your mobile device you may have features that allow you to opt-out of some targeted advertising (e.g., "Limit Ad Tracking" (on iOS devices) or "Opt out of Interest-Based Ads" (on Android)). To learn more about how these opt-out features work, please review your device settings.

Even if you disable tracking, keep in mind that you may still receive interest-based advertising, including from third parties with whom your information was previously disclosed. You may also still receive advertising from third parties, though such advertising may not be based on your interests and preferences.

How we use Third-Party Web Analytics Services

We use the services of Google Analytics, Adobe Analytics, and other similar analytics solutions to analyze traffic to the Site. These analytics partners may set cookies on your browser or mobile device or read cookies that are already there to collect information to perform these analytics services. The analytics partners may also receive information about you from applications you have downloaded that partner with such analytics provider. The analytics partners may also collect data regarding pages you visit, the links you click, and the time you spend on each page. Data collected regarding the usage of the Site is compiled in aggregate to improve the performance of the Site, create a profile of uses, and improve our marketing and advertisements. By accessing the Site, you expressly consent to the use of these usage technologies and this data collection and use.

Google's policies govern how Google collects, uses, and shares your information. For more information on Google's policies, please visit Google's website (e.g., <http://www.google.com/policies/privacy/partners/>). By using our Site, you consent to the processing of data about you by Google as described in this Online Privacy Notice and in Google's privacy policy, including information on how to opt-out of certain ads provided by Google by using one of the methods set forth in <http://www.google.com/policies/privacy/partners/> or use the Google Analytics opt out browser add-on at <http://tools.google.com/dlpage/gaoptout?hl=en>.

You can opt out of Adobe Analytics tracking by visiting the Adobe Analytics opt-out page. By using our Site, you consent to the processing of data about you by Adobe as described in this Online Privacy Notice and in Adobe's privacy policy.

How we protect your information

We are committed to working to protect your privacy and take reasonable precautions to protect your information. However, the Internet is not a 100% secure medium for communication, and we cannot guarantee that the information collected about you will always remain private when using our Services. As a result, by continuing to use the Site, you transmit your information at your own risk.

Your access and choices regarding your personal information

Access and Updates to your Information. You can access and update certain of your account information on our Site by clicking on “My Account”. If you need to access, update, or delete other personal information that we may have, you can request it by changing it on “My Account”, sending a request to info@1800contacts.com or calling us at 1-800 CONTACTS (1-800-266-8228) to speak with a Customer Service Representative. To protect your privacy, before we consider giving you access or let you update your information, we may ask you to verify your identity or provide additional information. We will try to update and allow you to access your information for free, but if it would require a disproportionate effort on our part, we may charge a fee as permitted under applicable law. We will disclose the fee before we comply with your request. We may reject a request for a number of reasons, including, for example, that the request risks the privacy of other users, requires technical efforts that are disproportionate to the request, is repetitive, or is unlawful.

Emails, postal mail: You can stop receiving post or email communications – such as our newsletter – from us by clicking on the “unsubscribe link” provided in our email communications. You can also unsubscribe by accessing “My Account”, sending a request to info@1800contacts.com or calling us at 1-800 CONTACTS (1-800-266-8228) to speak with a Customer Service Representative. We will retain your email address in order to be able to abide by your opt-out choice. We make efforts to promptly process all unsubscribe requests. You may not opt-out of service-related communications (e.g. purchase and billing confirmations and reminders (for example: notifications that your prescription has expired or that you may need to order new contacts), changes/updates to features of the services, and technical and security notices).

Children's privacy

This Site is not directed at or intended for use by children under 16 years old. We do not knowingly collect or solicit any information from anyone under the age of 16. If we are made aware of such a situation, we will delete such information. If

you are a parent or guardian and you are aware that your child has provided us with personal information, please Contact Us.

Links to other websites and services

We are not responsible for the practices employed by websites or services linked to or from the app, including the information or content contained in such websites or services, and this Online Privacy Notice does not apply to them. Your browsing and interaction on any third-party website or service, including those that have a link on our Site, are subject to that third party's own rules and privacy policies. Please read the terms of such websites carefully and exercise care when providing your personally identifiable information.

Social Media Features: Our Services include links to social media features, such as links to our Facebook page. These features may collect information including, but not limited to, your IP address, which page you are visiting while using our Services, and any Facebook pixel and other usage technologies on your device (including your Facebook ID). These services may set these usage technologies to enable the feature to function properly. Please note that the social media services may collect this information even if you are not logged in to the relevant social media account when you are using the Services. Your interactions with these features are governed by the privacy policy of the company providing it.

Browser do not track

Our Site does not support Do Not Track (DNT) signals at this time. DNT is a privacy preference you can set in your web browser to indicate that you do not want certain information about your web page visits tracked and collected across websites. For more details, including how to turn on Do Not Track, visit www.donottrack.us.

For users in the European economic area and Switzerland

We do not offer our goods and services in, or to individuals in, the European Economic Area ("EEA") or Switzerland.

International transfer of information collected

To the extent you purchase our Services while you are located outside of the United States, be advised that any information 1-800 Contacts collects from you will be stored and processed in the United States and subject to the laws of the United States. If you provide us information, it will be transferred to, processed, and accessed in the United States. This Online Privacy Notice shall apply even if

we transfer personal information from non-United States countries to other countries.

ACCORDINGLY, YOU CONSENT TO ANY AND ALL INFORMATION YOU PROVIDE AND SUBMIT VIA THE SITE BEING SENT TO THE UNITED STATES OF AMERICA. THE UNITED STATES HAS NOT SOUGHT NOR RECEIVED A FINDING OF “ADEQUACY” FROM THE EUROPEAN UNION OR ANY OTHER FOREIGN DATA PROTECTION AUTHORITY. YOU AGREE TO THE TRANSFER OF YOUR DATA AND PERSONAL INFORMATION TO THE UNITED STATES, HOWEVER, TO BE USED IN ACCORDANCE WITH THIS ONLINE PRIVACY NOTICE.

Contact us

If you have any questions about this policy or the services, please contact us, our Privacy Officer, Data Protection Officer, or Security Team at:

Email: privacydepartment@1800contacts.com

Phone: 801-316-5508

261 Data Dr.

Draper, UT 84020

Changes to our Online Privacy Notice

We may make changes to this policy from time to time, in our sole discretion. We will provide you notice of material changes to this Online Privacy Notice by indicating that it has been updated on our homepage and will indicate the date of such material update below. Your continued use of any of the Services after the changes have been made will constitute your acceptance of the changes. Therefore, please read any such notice carefully. If you do not wish to continue using the Services under a subsequent version of this Online Privacy Notice, or any other policy on our Site, please uninstall the mobile application and cease using the Services.

This Online Privacy Notice was last modified on November 07, 2024.