

# Privacy Policy

**Last Updated:** November 20, 2024

Welcome to Beauty of Sight. We are dedicated to protecting your privacy and ensuring that your personal information is handled safely and responsibly. The Beauty of Sight website serves as an informational resource about our mission and work. Beauty of Sight is a fully [EBAA-accredited eye bank](#). Our primary mission is to recover, process, and distribute corneal and scleral tissue for sight-saving transplant surgeries. We also operate the only ocular pathology lab in South Florida. Our laboratory provides a comprehensive resource for tissue evaluation, patient diagnosis, physician training, and clinical archives.

By using the Beauty of Sight website, you agree to the data practices outlined in this statement.

This Privacy Policy explains how we collect, use, store, and share your personal information when you visit our website, [beautyofsight.org](http://beautyofsight.org).

## Information We Collect

We may collect the following information to operate our website(s) and provide the services you requested:

- **Personal Information:** Your name, email address, phone number, and any other information you provide directly when contacting us, subscribing to our newsletter, or filling out forms on our Site. We collect billing and credit card information when you make a monetary contribution. This information is used to complete your purchase transaction.
- **Usage Data:** Details regarding your interactions with our Site, such as your IP address, browser type, device information, pages viewed, and the date/time of your visits.

We collect your personal information only if you provide it to us. However, you might need to provide certain personal information when you choose to use specific products or services available on the website. These may include (a) registering for an account on our website, (b) signing up for special offers from selected third parties, (c) sending us an email message, (d) submitting your credit card or other payment information when donating funds to us, ordering, and purchasing products and services on our website. We will use your information for, but not limited to, communicating with you about services and products you have requested. We may also collect additional personal or non-personal information in the future.

## How We Use Your Information

We use your information for the following purposes:

- To provide, operate, and maintain our website.
- To communicate with you, respond to inquiries, and provide customer support.
- To send you newsletters, marketing communications, and promotional offers (you may opt out anytime).
- Analyzing usage patterns and improving our website and services.
- To comply with legal obligations and protect our rights.
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## Sharing Information with Third Parties

Beauty of Sight does not sell, rent, or lease its customer lists to third parties.

Beauty of Sight may share data with trusted partners to assist with statistical analysis, send you emails or postal mail, provide customer support, or organize deliveries. All third parties are prohibited from using your personal information except to deliver these services, and they must maintain the confidentiality of your information.

Beauty of Sight may disclose your personal information without notice if required by law or in good faith belief that such action is necessary to (a) conform to legal mandates or comply with legal processes served on Beauty of Sight or the website; (b) protect and defend the rights or property of Beauty of Sight; and (c) act under urgent circumstances to safeguard the personal safety of users of Beauty of Sight or the public.

## Tracking Technologies

We utilize tracking technologies to observe site activity and retain specific information.

## Sharing Your Information

We do not sell or rent your personal information. We may share your data with:

- **Service Providers:** Third-party companies who assist us in operating the Site, such as hosting services, analytics providers, and marketing partners.
- **Legal Requirements:** We may disclose your information if required by law or in response to legal processes.

## Links

This website contains links to other sites. Please be aware that we are not responsible for such other sites' content or privacy practices. We encourage our users to be aware when they leave our website and to read the privacy statements of any other site that collects personally identifiable information.

## **Security of Your Personal Information**

Beauty of Sight protects your personal information from unauthorized access, use, or disclosure. Beauty of Sight employs the following methods for this purpose:

- SSL Protocol

When personal information, such as a credit card number, is sent to other websites, it is safeguarded using encryption methods like the Secure Sockets Layer (SSL) protocol.

- We strive to implement appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no Internet or wireless network data transmission can be guaranteed to be 100% secure. Therefore, while we work to safeguard your personal information, you acknowledge that (a) there are inherent security and privacy limitations related to the Internet that are beyond our control and (b) the security, integrity, and privacy of any information and data exchanged between you and us through this website cannot be assured.

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## **Automatically Collected Information**

- Beauty of Sight may automatically gather information about your computer's hardware and software. This information may include your IP address, browser type, domain names, access times, and referring website addresses. It is used to operate the service, maintain service quality, and provide general statistics about the use of the Beauty of Sight website.

## **Email Communications**

Occasionally, Beauty of Sight may email you with announcements, promotional offers, alerts, confirmations, surveys, and other general communications.

- If you want to stop receiving marketing or promotional communications via email from Beauty of Sight, you may opt out by emailing [info@beautyofsight.org](mailto:info@beautyofsight.org).

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## **Data Security**

We take the necessary security measures to safeguard your personal information against unauthorized access, alteration, or disclosure. However, no method of transmission over the Internet is completely secure, and we cannot ensure total security.

## **Your Data Rights**

Depending on your location, you may have certain rights regarding your personal information, including:

- The right to access, update, or delete your data.
- The right to withdraw consent at any time.
- The right to challenge or limit specific data processing activities.
- The right to data portability.

Please get in touch with us at [info@beautyofsight.org](mailto:info@beautyofsight.org) to exercise these rights.

**Third-Party Links**

Our Site may contain links to third-party websites. We are not responsible for these external sites' privacy practices or content. We encourage you to review the privacy policies of any third-party sites you visit.

**Children's Privacy**

Our site is not intended for children under 13, and we do not knowingly collect personal information from them. If we become aware of any such data, we will delete it.

**Changes to This Privacy Policy**

We may update our Privacy Policy occasionally. We will inform you of any changes by posting the new policy on this page and updating the "Last Updated" date. We encourage you to review this Privacy Policy periodically for any updates.

**Contact Us**

If you have any questions or concerns about this Privacy Policy, please get in touch with us at:

**Email:**

[info@beautyofsight.org](mailto:info@beautyofsight.org)

**Address:**

Beauty of Sight  
900 NW 17th Street  
Suite 348  
Miami, Florida 33136