

DeVito & Martin Optometry Privacy Policy

DeVito & Martin Optometry respects your privacy and is committed to protecting your personal information. This privacy policy explains how we collect, use, disclose, and protect your information when you visit our website.

Information We Collect

When you visit our website, we may collect certain types of information, including:

- **Personal Information:** Name, email address, phone number, and other contact details you provide voluntarily.
- **Usage Data:** Information about how you access and use our website, including your IP address, browser type, operating system, referral source, pages visited, and the time and date of your visits.
- **Cookies and Tracking Technologies:** We use cookies and other tracking technologies to enhance your experience and gather information about your preferences.

How We Use Your Information

We use the information we collect to:

- Provide, maintain, and improve our services.
- Respond to your inquiries and requests.
- Send you promotional materials and other information that may be of interest to you.
- Analyze usage patterns to improve our website and services.
- Comply with legal obligations and protect our rights.

Sharing of Information

We may share your information with:

- **Service Providers:** Third-party vendors who perform services on our behalf, such as website hosting, data analysis, and marketing.
- **Legal Requirements:** When required by law or to protect our rights and interests.

Data Security

We take reasonable measures to protect your information from unauthorized access, use, or disclosure. However, no data transmission over the internet is completely secure, and we cannot guarantee the security of your information.

Your Rights

You have certain rights regarding your personal information, including:

- Access to the information we hold about you.
- Correction of any inaccuracies in your information.
- Deletion of your information under certain circumstances.
- Restriction of processing of your information.
- Objection to the processing of your information.

To exercise these rights, please contact us using the information provided below.

Contact Us

If you have any questions or concerns about this privacy policy or our practices, please contact us at:

DeVito & Martin Optometry

160 Newtown Rd. Virginia Beach, VA

Phone: (757) 461-3101

Changes to This Privacy Policy

We may update this privacy policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes by posting the new policy on our website.

Effective Date

This privacy policy is effective as of June 24, 2025.