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Davis Vision makes the Website available for the sole purpose of providing general education information on health and vision related issues and providing access to such resources. The Website and its health and vision related information and resources are not intended to be a substitute for professional medical advice or for the care that patients receive from their health care providers. Nothing in this site is intended to be used for medical diagnosis or treatment nor does Davis Vision recommend or endorse the information mentioned on this Website. The Website and its health and vision related information are not intended, and must not be taken, to be the rendering of medical or professional health advice or services, or the practice of medicine, optometry, or any other professional health care.

Always seek the advice of your health care provider before beginning any treatment or if you have any questions regarding a medical and/or ocular condition. You should not disregard medical advice, or delay seeking medical advice, because of something you read in this Website. If you think you may have a medical emergency, call your health care provider or 911 immediately.

Collection of Personal and Personally Identifiable Information (PII)

All personal and personally identifiable information you submit to Davis Vision is governed by the Davis Vision Privacy Policy. Any inconsistency between the Terms of Use and the Davis Vision [Online Privacy Policy](#) shall be governed in favor of the Online Privacy Policy.

Your use of the Website determines whether or not we collect any personally identifiable information from you, and how much information we collect. For purposes of this Terms of Use, personally identifiable information is defined as any data collected by Davis Vision that can be tied to you for purposes of contacting, identifying or locating you.

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If you are, or choose to become, a Subscriber/Member, your enrollment serves as an express opt-in, giving affirmative consent to participate in any activity or function of the Website. Such consent shall last the entire duration of your subscription to Davis Vision products.

When accessing the Member website, minimal personally identifiable information is collected. To log in to the Davis Vision Member website, we collect the member's unique identification number and the first 5 characters of the member's last name. To access certain areas of the Member website, additional personally identifiable information is collected, specifically the individual's date of birth and first name. This information is collected as a means of authenticating and identifying the individual to allow access to the available information and services on the Member website.

Your personally identifiable information, collected by Davis Vision, is used solely for the purpose of providing vision care products and services to you, unless otherwise granted express permission by you to use the information for additional purposes.

Failure to opt-in or provide the required minimum personally identifiable information results in the inability to access certain non-public contents (e.g. the Member website).

Davis Vision already has access to the information collected and compares the information on the Davis Vision enrollment files to the information presented by the user to verify membership and authenticate the user. If disclosures of any personal information are made outside of this authentication and verification process, the information is not required and the user may choose to omit the information.

Members may opt-out of providing such information at their discretion by either foregoing use of the Member Website or by ceasing subscription to Davis Vision products.

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Davis Vision does not collect your personal health information through this website and discourages you to submit any material information considered the same. In the event of your voluntary submission of personal health information, Davis Vision safeguards such data in accordance with all applicable state and federal privacy laws, including the Health Information Portability and Accountability Act (HIPAA) and the HITECH Act, as amended, and any implementing regulation.

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Any and all information submitted by you to Davis Vision via this Website shall be governed by the Davis Vision [Online Privacy Policy](#).

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