

Privacy Policy

Effective Date: 07/01/2026

Union Square Eye Care (“we,” “us,” or “our”) respects your privacy and is committed to protecting information that you provide through our website and communications with our practice.

This Privacy Policy describes how we collect, use, and protect information submitted through our website, including information provided when you contact us, request information, schedule appointments, or communicate with us through SMS text messaging.

Information We Collect

We may collect information you provide directly to us, including:

- Name
- Phone number
- Email address
- Appointment-related information
- Information submitted through website forms or communication requests

We may also collect limited technical information related to website usage, such as browser type, device information, and website activity, through standard website technologies.

How We Use Information

We may use information collected through our website and communications to:

- Respond to inquiries
- Schedule and confirm appointments
- Send appointment reminders
- Provide patient notifications and practice communications
- Improve our website and patient experience
- Communicate important information related to your interactions with Union Square Eye Care

SMS Text Messaging

If you provide your mobile phone number and opt in to receive SMS messages from Union Square Eye Care, you consent to receive text messages related to appointment reminders, scheduling confirmations, and patient notifications.

Message and data rates may apply.

Message frequency may vary.

You may opt out of SMS communications at any time by replying STOP to any text message. After opting out, you will no longer receive SMS messages unless you choose to opt back in.

For questions about SMS communications, please contact us at 212-844-2020 or help@usgec.com.

Information Sharing

Union Square Eye Care does not sell or rent your personal information. We may share information as necessary to provide services, operate our practice, comply with legal requirements, or with service providers who support our operations.

SMS consent and phone numbers collected for SMS communications will not be shared with third parties or affiliates for marketing or promotional purposes.

Data Security

We take reasonable measures to protect information submitted through our website and communications. However, no method of electronic transmission or storage is completely secure.

Healthcare Information

Information related to your medical care is protected under applicable healthcare privacy laws, including HIPAA. For more information about your protected health information and your rights, please refer to our Notice of Privacy Practices.

Your Choices

You may choose not to provide certain information; however, some information may be necessary to schedule appointments or respond to requests.

You may contact us to update your communication preferences or ask questions about how your information is used.

Contact Us

If you have questions about this Privacy Policy or our privacy practices, please contact:

Union Square Eye Care

Phone: 212-844-2020

Email: help@usqec.com

Website: www.usqec.com

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.