

CALIFORNIA IN-STORE NOTICE AT COLLECTION OF PERSONAL INFORMATION

Thank you for visiting a Luxottica of America, Inc. (“EYEXAM of California”) brand store. EYEXAM of California respects the privacy of your information. If you are a California resident, the California Consumer Privacy Act, as amended by the California Privacy Rights Act of 2020 (“CCPA”) provides you with certain rights. This In-Store Notice at Collection of Personal Information (“Notice”) is for California residents. It is designed to inform you of the categories of personal information we collect when you visit one of our stores and the purposes for which we collect this personal information. If you are not a California resident, this Notice does not apply to you.

The CCPA defines “personal information” to mean information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular California resident or household. Personal information does not include publicly available, deidentified or aggregated information or lawfully obtained, truthful information that is a matter of public concern.

The CCPA’s privacy rights described below do not apply to personal health information that we collect in our capacity as a covered entity under the Health Insurance Portability and Accountability Act and its rules and regulations (collectively, “HIPAA”) and patient information that we maintain in the same manner as patient health information. Your choices and rights with respect to our use and sharing of that information are subject to our Notice of Privacy Practices available [here](#).

When you visit one of our store locations, you can expect that we will collect the following categories of Personal Information depending on your interaction with us:

- Identifiers (name, postal address, and email address)
- Telephone number
- Signature
- Credit and debit card number
- Insurance policy number
- Medical information
- Commercial information (records of products or services purchased)
- Biometric information (imagery of iris, imagery of retina, imagery of face, from which an identifier template, such as a faceprint, a minutiae template, or a voiceprint, can be extracted)
- Characteristics of protected classifications under California or federal law (age (40 and older))
- Visual information (e.g., CCTV footage)

We currently collect and have collected the above categories of Personal Information for the following purposes:

- Providing you with eye care health services

- Performing services, providing customer service, processing or fulfilling orders and transactions, processing returns, and processing payments
- Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by us
- Advancing our commercial or economic interests, such as by inducing another person to buy, rent, join, subscribe to, provide, or exchange products, goods, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction

Retention of Personal Information

We retain your Personal Information for as long as necessary to fulfill the purposes for which we collect it, such as to provide you with the service you have requested, and for the purpose of satisfying any legal, accounting, contractual, or reporting requirements that apply to us.

Right to Opt Out of Sale or Sharing of Personal Information

If you are a California resident, you have the right to direct us to stop selling or sharing your Personal Information. We do not sell or share Personal Information that we collect in-store. However, if you visit our website, we may sell or share your Personal Information through our use of cookies and other tracking technologies. You have the right to opt out of our selling or sharing of your Personal Information through our Do Not Sell or Share My Personal Information link in our website footer.

Privacy Policy

For more information as to the privacy practices of our brand, please review the Privacy Policy available on the EYEXAM of California site available [here](#).

Questions

To contact us for questions or concerns about our privacy policies or practices please email us at: privacyoffice@luxotticaretail.com.