

Privacy Policy

Effective Date: 01/01/2023

At Lopez Optical, your privacy is of utmost importance to us. This Privacy Policy outlines how we collect, use, and protect your personal information when you visit our website or use our services.

1. Information We Collect

1.1 Personal Information

We collect personal information that you voluntarily provide to us, including but not limited to:

- Name
- Email address
- Phone number
- Shipping and billing address
- Prescription information for glasses or contact lenses

1.2 Automatic Data Collection

When you visit our Site, we may collect information automatically, including but not limited to:

- IP address
- Browser type
- Operating system
- Pages you view on our Site
- Cookies and similar tracking technologies

2. How We Use Your Information

We use the information we collect for various purposes, including:

- To process and fulfill your orders.
- To communicate with you regarding your orders, including confirmations and shipping notifications.
- To provide customer support and respond to your inquiries.
- To improve our website, services, and product offerings.
- To send promotional offers and marketing communications, if you have opted in.

3. Sharing of Information

We do not sell or rent your personal information to third parties. However, we may share your information with:

- Third-party service providers who assist in fulfilling orders, processing payments, or providing other business functions.
- Legal authorities or as required by law, in compliance with a subpoena or other legal process.

4. Data Security

We implement reasonable security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of data transmission or storage is 100% secure, and we cannot guarantee absolute security.

5. Cookies and Tracking Technologies

Our website uses cookies to enhance your browsing experience. These cookies help us remember your preferences and understand how you use our Site. You can manage your cookie settings through your browser.

6. Your Choices

You may opt out of receiving marketing communications from us at any time by following the unsubscribe instructions provided in our emails. You may also update or delete your personal information by contacting us directly.

7. Children's Privacy

Our website is not intended for children under the age of 13, and we do not knowingly collect personal information from children under 13.

8. Changes to This Policy

We reserve the right to modify this Privacy Policy at any time, and such changes will be effective immediately upon posting to the Site. It is your responsibility to review this policy periodically for any updates.

9. Contact Us

If you have any questions or concerns about these Terms of Service or Privacy Policy, please contact us at:

Lopez Optical

3025 Sw 22nd st Coral Way,

Miami, FL, 33145

Phone: (305) 446-3025

Email: info@lopezoptical.com