NOTICE OF DATA BREACH

Deseye, PLLC d/b/a Princeton Family Eye Care recently suffered a data-security event potentially impacting personal information or protected health information. We mailed notices to individuals we determined were potentially impacted, so long as we could locate their mailing address. We are also providing this notice to share information about what happened, what we are doing in response, and steps individuals can take if they believe they were impacted.

What Happened?

On May 4, 2026, we detected suspicious activity within our email environment. We promptly began working with third-party cybersecurity experts to investigate and remediate that activity. In June 2026, the forensic investigation found that an unauthorized third party gained access to a company email account. After the investigation, we engaged a data-review firm to analyze the contents of the affected account and identify potentially impacted individuals. Once that review concluded, we worked to verify contact information and provide notice.

What Information Was Involved?

We determined that potentially impacted emails and files contained the following types of information: name, date of birth, contact information, government identification numbers (such as a driver's license, passport, or Social Security number), and limited medical information (such as treatment details, health insurance records, or a medical record number). But not every person had each of those elements impacted, and we are not aware of any misuse of the information.

What We Are Doing.

We worked with third-party experts to address this event, perform an investigation into the unauthorized activity, and further secure our systems to protect information.

What You Can Do.

We encourage you to remain vigilant for any signs of unauthorized financial activity and review the **Additional Steps You Can Take** guidance on the next page.

For More Information.

Should you have any questions, you can contact our dedicated call center, toll-free at (888) 650-3654, Monday through Friday from 9 am to 9 pm ET (excluding US holidays), and one of our representatives will be happy to assist you.

ADDITIONAL STEPS YOU CAN TAKE

Remain vigilant – We encourage you to remain vigilant for fraud or identity theft by reviewing your account statements and free credit reports. Contact your financial institution if you see errors or activity you don't recognize on your account statements. Get your free credit report by visiting www.annualcreditreport.com or calling (877) 322-8228. If you see errors on that report, contact the relevant consumer reporting agency:

- PO Box 740241, Atlanta, GA 30374 | (800) 685-1111 | www.equifax.com
- PO Box 9701, Allen, TX 75013 | (888) 397-3742 | www.experian.com
- PO Box 2000, Chester, PA 19016 | (888) 909-8872 | www.transunion.com

You can find additional suggestions at www.IdentityTheft.gov. Consider also contacting the Federal Trade Commission for more details on protecting yourself from fraud or identity theft as well as fraud alerts and security freezes (both of which are discussed below). You can send a letter to the Federal Trade Commission at 600 Pennsylvania Ave. NW, Washington, DC 20580; call them at (877) 438-4338; or visit their website, www.ftc.gov.

Consider placing a fraud alert or security freeze on your credit file – Consumer reporting agencies have tools you can use to protect your credit, including fraud alerts and security freezes.

- A fraud alert is a cautionary flag you can place on your credit file to notify companies extending you credit that they should take special precautions to verify your identity. You can contact any of the three consumer reporting agencies to place fraud alerts with each agency. The alert lasts for one year, but you can renew it.
- A security freeze is a more dramatic step that will prevent others from accessing your credit report, which makes it harder for someone to open an account in your name. You must contact each consumer reporting agency separately to order a security freeze, and they may require you to provide them with your full name, Social Security number, date of birth, and current and prior addresses. There is no charge for requesting a security freeze.

Report suspicious activity – If you believe you are the victim of fraud or identity theft, consider notifying your attorney general or the Federal Trade Commission. You also have the right to file a police report and request a copy of that report.

Review the Fair Credit Reporting Act – You also have certain rights under the Fair Credit Reporting Act (FCRA), including the right to know what is in your file, to dispute incomplete or inaccurate information, and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, and your rights pursuant to the FCRA, please visit: www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf.

QUESTION. Are you a Walmart employee?

ANSWER. No, we are an independent business. Dr. Desai is a doctor of optometry who leases office space from Walmart and is able to set the practice's hours of operation and hire office personnel. We also do not provide any service fees or revenue-sharing with Walmart.

QUESTION. How can you provide low fees and also a high quality examination?

ANSWER. One of the benefits of leasing office space is the low overhead and operating costs. As such, we can pass those savings onto our patients by offering lower service fees. Our practice utilizes the same state of the art technology found in most other private practices, giving you exceptional quality for your eye care. Dr. Desai is also a fully licensed Optometrist in Texas, and has completed a residency program at The University of Houston.

QUESTION. Can you write prescriptions, and where can I fill them?

ANSWER. Yes, Dr. Desai can write prescriptions for medications as needed. You can fill them at any pharmacy, including your local pharmacy.

QUESTION. My last eye examination was over a year ago, and I don't have any problems with my sight, do I need to have another examination?

ANSWER. As an optometric standard, we recommend that patients receive an eye examination on a yearly basis. The reason is that, even though your sight may seem fine, we can monitor it to see if there are slight changes from year to year. In addition, there may be health issues inside or behind the eye that can go unnoticed to you and potentially cause vision impairments down the road.

QUESTION. What insurance plans do you accept?

ANSWER. Please contact our office for the latest, up to date, information.

QUESTION. What is the difference between a glasses and a contact lens examination? And why does the contact lens examination cost more?

ANSWER. A glasses examination is meant to check your eyes and provide a prescription that can be taken to any optical, who will have glasses made for you. A contact lens examination requires additional testing, beyond the glasses examination. It utilizes special equipment to test and measure the eye in order to properly fit contact lenses that *will also be comfortable. Furthermore, for a contact lens examination, we do a follow up appointment to ensure the lenses are fitting well and that there are no side effects.*

QUESTION. Why are there so many types of contact lenses, with varying prices?
ANSWER. All contact lenses are not the same. They vary by manufacturer, material, oxygen permeability, size, curvature, and wear-time. Depending on your eyes, certain types of contact lenses will work better than others. As with most industries, contact lens manufacturers are always creating new and improved products, and as such prices vary between brands, models, and features. The main goal is to find the right contact lenses for your unique eyes.

QUESTION. Can I buy any brand of contact lenses with my prescription?
ANSWER. No, your prescription is based on the examination performed and built on specific factors, like your eye size and curvature. Brands differ on the types of products they offer, so your prescription also includes the brand of contact lenses required for your eyes.

QUESTION. Is it okay to wear contact lenses that are slightly damaged?
ANSWER. No, a damaged or torn lens can harm the eye, and in some cases cause an infection. It is best to replace the damaged lens as soon as you can, something we can help you with.