

# Skin Theory Aesthetic Medicine Privacy Policy

Effective Date: May 15, 2023

## 1. Information We Collect

- Personal Identifiers: Name, email address, phone number, mailing address, date of birth.
- Health Information: Relevant medical history and treatment information you provide during consultations or through intake forms.
- Payment Information: Billing details, credit card or insurance information (processed securely through third-party providers).
- Digital Information: When you visit our website or engage with us on social media, we may collect information such as IP address, browser type, device type, and cookies.

## 2. How We Use Your Information

- Provide and manage aesthetic and wellness treatments.
- Communicate appointment reminders, confirmations, and follow-ups.
- Respond to inquiries and provide customer support.
- Process payments and manage billing.
- Send promotions, offers, and updates (if you opt in).
- Maintain compliance with medical, legal, and regulatory requirements.

## 3. How We Share Your Information

- We do not sell or rent your personal information. We may share information only in these limited circumstances:
- With medical providers, staff, or third-party vendors necessary to deliver your care.
- With service providers who process payments, scheduling, or communications on our behalf.
- When required by law, regulation, or legal process.
- With your explicit consent, for specific treatments or referrals.

## 4. Data Protection

- We take appropriate technical and administrative safeguards to protect your information. While we cannot guarantee absolute security, we comply with HIPAA guidelines and industry best practices to reduce risk of unauthorized access.

## 5. Your Choices & Rights

- You may update or correct your information at any time by contacting us.
- You may opt out of promotional emails or texts by following the unsubscribe instructions or contacting us directly.
- You may request access to, or deletion of, your personal data, subject to applicable medical record retention laws.

## **6. Cookies & Tracking**

- Our website may use cookies and similar technologies to improve user experience, measure site performance, and deliver targeted ads. You can disable cookies in your browser settings, but some features may not function properly.

## **7. Third-Party Links**

- Our website and social media may contain links to third-party websites. We are not responsible for the privacy practices of those sites.

## **8. Updates to This Policy**

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

## **9. Contact Us**

- If you have questions about this Privacy Policy or how we handle your information, please contact us:
- Skin Theory Aesthetic Medicine
- 213 Pelzer Highway
- Easley, SC 29642
- Phone: (864) 523-4441
- Email: [Skintheoryaestheticmedicine@gmail.com](mailto:Skintheoryaestheticmedicine@gmail.com)
- Website: [www.skintheorysc.com](http://www.skintheorysc.com)