

# ONLINE PRIVACY POLICY

This online privacy policy applies solely to information collected through our website and not to information collected offline. Please note that our practice complies with the requirements of the Health Insurance Portability and Accountability Act of 1996 (HIPAA) with information collected online and in person.

V Dermatology (V Dermatology & Cosmetics) is committed to the privacy of our visitors and patients. The following policy outlines the privacy practices for the V Dermatology & Cosmetics website ([www.vdermatology-cosmetics.com](http://www.vdermatology-cosmetics.com)).

We do not sell any customer information to any third party. Additionally, we will never provide individually identifiable customer information to any third party except as follows:

- If compelled through legal processes (including court orders, warrants, or subpoenas);
- If we find that your use of our website violates any laws or usage practices;
- Information is required to finalize a payment for services and products requested.

## **Personal Information**

Personal information (defined as any information that identifies or can be used to identify, contact, or locate the person to whom such information pertains to) is collected through [vdermatologyandspa.com](http://vdermatologyandspa.com) only when voluntarily provided during a customer visit to our website, including online form submissions.

Personal information collected includes name, address, telephone number, personal health information, email address, and other personal information.

### **How Personal Information Is Used**

The information voluntarily provided through the forms on our website is used by V Dermatology & Cosmetics to respond to service requests or questions, to provide any products or services desired. Information may also be used to send reminders of future appointments you have scheduled with V Dermatology & Cosmetics. All information you provide is treated as private and confidential.

### **Updating Personal Information**

If you would like to remove or modify your personal information, please contact us at [info@vdermatologyandspa.com](mailto:info@vdermatologyandspa.com). We will gladly and expediently comply with your request.

### **Disclosure to Third Parties**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in the operation of our website, conducting our business, or servicing you, in which case these people/entities are under signed agreement to not misuse or disclose information. We may also release your information when we believe such release is required to comply with the federal, state, or local laws, enforce our site policies, or protect ours or others rights, property, or

safety. However, non-personally identifiable visitor information may be provided to other parties for marketing or other uses.

## **Cookies**

Our website utilizes cookies, which are small pieces of data that may be sent to your web browser and stored on your computer. This means we collect non-personal information from website visitors including the user's browser type, IP address, external links you clicked to reach our site, and pages you visit while viewing our website. The IP address may be stored with the personally identifiable information you provide in order to allow us to provide more finely tuned customer service both now and in the future.

The information collected by cookies may be used to understand and save your preferences, improve the performance of our website, and process transactions. Additionally, cookies may be utilized for various marketing functions. You may choose to accept or reject cookies through the configuration settings of your web browser. Cookies, which are set on your computer and used within V Dermatology, will not collect personal information, financial information, confidential information, or passwords.

V Dermatology & Cosmetics may authorize third parties to collect, track, and process all non-personal information collected by cookies.

## **Third Party Links**

Our website may contain links to third-party websites ("Third Party") and services with which we have no affiliation. Any link or mention of a Third Party

does not mean we endorse it or the quality or accuracy of information presented on it. We do not endorse or otherwise accept responsibility for the content or privacy policies of those sites. If you decide to visit any Third Party Services, you are subject to its privacy policy and practices and not this Privacy Policy. We encourage you to carefully review the legal and privacy notices of all other digital services that you visit.

### **Data Security & Information Access**

This site has certain security measures in place to protect against loss, misuse and alteration of the information under our control. We utilize a Secure Site Certificate enabling SSL encryption for your confidential information. Online servers are further protected from unauthorized electronic access by firewall technology that recognizes, reports and locks out unusual or apparently unauthorized access attempts.

Databases are regularly backed up and saved to protect against loss of information. Backup storage media and online servers are maintained in a physically secured and environmentally controlled facility with monitored physical access controlled by password, biometric and physical security measures

Access to visitor or guest information (including backup media) by staff and contractors is controlled by both policy and electronic means. Only authorized staff has access to customer data. Individual staff members may be allowed to access only certain parts of customer information as may be required to perform their job functions. All staff or contractors with any access to customer

data are under signed agreement not to misuse or disclose such information to any third party except as may be required by law or job function.

We reserve the right to modify this privacy policy at any time without notice.

## **PRIVACY POLICY CONTACT INFORMATION:**

Email: [info@vdermatologyandspa.com](mailto:info@vdermatologyandspa.com)

Phone: (231) 642-5031