



## WEBSITE PRIVACY POLICY

At the Centre for Plastic Surgery & Centre for Pure Skin, your privacy is one of our top priorities. This privacy policy explains how we collect, use, and protect your personal information when you interact with our website and services. By using our website, you agree to the practices outlined below.

### Information We Collect

To provide you with the best experience, we may collect and store the following personal information that you voluntarily submit to us:

- Your name
- Email address
- Phone number
- Questions and/or areas of interest
- Communication preferences
- Marketing communication preferences

Additionally, while interacting with our website, certain non-personal information may be collected, such as details about your device, geographic location, and records of your interactions (e.g., pages visited).

### How We Use Your Information

Your personal information helps us:

- Provide personalized services and respond to your inquiries
- Deliver relevant updates and communications based on your preferences
- Enhance your user experience by improving our website performance and functionality

Please note, we do not sell or share your information with third-party entities. No mobile information will be shared with third parties for marketing or promotional purposes. Text messaging opt-in data and consent will not be shared with any third party.

### How We Protect Your Information

We take stringent measures to safeguard your personal data against unauthorized access, unlawful processing, and accidental loss. These include:

- Storing sensitive information securely on dedicated servers
- Granting access only to authorized employees and support staff
- Ensuring compliance with HIPAA privacy laws

Our websites are designed with privacy protection in mind and undergo regular reviews to maintain compliance and security.

## **Use of Cookies and Google Analytics**

We use necessary cookies and Google Analytics to improve the functionality of our website and your overall experience. These tools help us:

- Recognize returning visitors and track site interactions
- Monitor and enhance the performance of our website
- Deliver relevant information based on browsing behavior

The information collected is used solely for internal purposes and safeguards are in place to protect user data.

## **Retention of Data**

We retain your personal information only for as long as needed to fulfill the purposes outlined in this policy and to serve you effectively. Once it is no longer necessary, your information will be securely deleted or anonymized.

## **Rights and Choices**

You have the right to:

- Request access to your personal information
- Update or correct inaccurate data
- Opt out of marketing communications at any time

To exercise your rights or ask questions regarding this privacy policy, please contact us directly.

## **Updates to This Policy**

This privacy policy may be updated periodically to reflect changes in our practices or legal requirements. Please revisit this page regularly to stay informed of how we are protecting your information.

Thank you for trusting the Centre for Plastic Surgery & Centre for Pure Skin with your privacy! If you have any questions or concerns, please don't hesitate to reach out to us.