

## **# REAL BEAUTY SOLUTIONS**

### **## PRIVACY POLICY**

#### **### 1. Introduction**

Real Beauty Solutions ("we", "our", "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website or use our services.

#### **### 2. Information We Collect**

##### **#### 2.1 Personal Information**

We may collect:

- Name and contact details
- Date of birth and gender
- Medical history and health information
- Payment information
- Appointment history
- Preferences and special requirements

##### **#### 2.2 Automatically Collected Information**

- IP address and device information
- Browser type and version
- Pages visited and time spent
- Referring website information

##### **#### 2.3 Cookies and Tracking Technologies**

We use cookies to:

- Enhance user experience
- Remember preferences
- Analyze website traffic
- Enable certain functions

#### **### 3. How We Use Your Information**

We use collected information to:

- Provide and manage services
- Process appointments and payments
- Send appointment reminders
- Personalize your experience
- Improve our services
- Comply with legal obligations
- Send marketing communications (with consent)

#### **### 4. Medical Information**

##### **#### 4.1 Confidentiality**

- Medical information is treated with utmost confidentiality
- Stored separately from other personal data
- Accessible only to authorized medical staff

#### #### 4.2 Consent

By using our services, you consent to:

- Collection of medical information necessary for treatment
- Sharing with medical professionals involved in your care
- Storage for required legal periods

### ### 5. Information Sharing and Disclosure

#### #### 5.1 Service Providers

We may share information with:

- Medical professionals providing treatment
- Payment processors
- IT service providers
- Marketing agencies (with consent)

#### #### 5.2 Legal Requirements

We may disclose information when required by:

- Court orders
- Government regulations
- Law enforcement requests

#### #### 5.3 Business Transfers

In the event of merger, acquisition, or sale, your information may be transferred as a business asset.

### ### 6. Data Security

#### #### 6.1 Protection Measures

We implement:

- SSL encryption for data transmission
- Secure servers with firewalls
- Regular security audits
- Employee confidentiality agreements

#### #### 6.2 Data Retention

- Medical records: 7 years (or as required by law)
- Financial records: 7 years
- Marketing data: Until consent withdrawn

### ### 7. Your Rights

You have the right to:

- Access your personal information
- Correct inaccurate data
- Request deletion of data
- Opt-out of marketing communications
- Request data portability
- Withdraw consent

To exercise these rights, contact us at [Email Address].

### **### 8. Children's Privacy**

**Our services are not intended for individuals under 18. We do not knowingly collect information from children.**

### **### 9. International Transfers**

**If we transfer data outside your country, we ensure adequate protection through:**

- Standard contractual clauses**
- Privacy Shield certification (where applicable)**
- Your explicit consent**

### **### 10. Third-Party Links**

**Our website may contain links to third-party sites. We are not responsible for their privacy practices.**

### **### 11. Changes to Privacy Policy**

**We may update this policy periodically. Continued use of our services constitutes acceptance of changes.**

### **### 12. Contact Us**

**For privacy-related inquiries:**

**Privacy Officer**

**Real Beauty Solutions**

**[Your Address]**

**[Phone Number]**

**[Email Address]**

**\*\*Effective Date: October 1, 2024\*\***