

Privacy Policy

Effective Date: July 1, 2025

Last Updated: July 23, 2025

Goldie & Co. Skin Medicine ("we," "our," or "us") is committed to safeguarding your privacy. This Privacy Policy explains how we collect, use, and protect your personal information—both online and offline—including through our website, SMS communications, and medical services.

1. Information We Collect

We may collect the following categories of information:

- Personal Identifiable Information (PII): Name, email, phone number, address, payment details.
- Protected Health Information (PHI): Health-related data, treatment records, or appointment history, in compliance with HIPAA.
- Technical Data: Browser type, IP address, operating system, referral source, time spent on pages.
- Voluntary Data: Information you share with us via forms, surveys, appointment requests, or feedback.

2. How We Use Your Information

We may use your information for:

- Treatment: To provide safe and personalized aesthetic services.
- Operations: Internal training, quality assurance, and service improvements.

- Communication: Sending appointment reminders, service updates, promotions (with consent).
- Legal Compliance: To comply with laws, regulations, or legal processes.
- Marketing (with consent): Email, SMS, or MMS notifications about new services, specials, or events.

3. SMS Messaging Privacy

When you opt in to receive SMS messages, we may collect and use your mobile number to:

- Send appointment reminders, special offers, and service-related notifications.
- Provide customer support via SMS.

You may opt out at any time by replying "STOP." Message/data rates may apply based on your mobile carrier.

Your SMS data will not be shared with third parties for marketing purposes. We may only share it with subcontractors solely for customer support under confidentiality obligations.

4. Cookies and Website Tracking

We use cookies to enhance your browsing experience and understand website usage. Cookies may collect anonymous data such as browser type, visit duration, or navigation flow.

You may disable cookies via your browser settings. However, this may affect your user experience on our site.

5. Data Security

We implement administrative, physical, and technical safeguards to protect your information. These include:

- Secure servers with password and firewall protection.

- Access limited to employees who require information to perform their job duties.
- Secure storage and processing in accordance with HIPAA and U.S. data protection regulations.

6. Your Rights

As a patient or website visitor, you have the right to:

- Access or request a copy of your personal or medical records.
- Request corrections to inaccurate or incomplete data.
- Request confidential communications or impose restrictions on data use.
- Opt out of marketing communications.
- Request deletion of your personal information (where allowed by law).

To exercise any of these rights, please contact us using the information below.

7. Information Sharing

We do not sell or rent your personal data. We may share information only with:

- Authorized medical providers involved in your care.
- Trusted service providers who support operations (e.g., website hosting, appointment systems), under strict confidentiality.
- Legal authorities, when required to comply with applicable laws or to protect public safety.

8. Retention & Changes

We retain your information as long as necessary to provide services or comply with legal obligations.

We may update this policy from time to time. Significant changes will be communicated via our website or SMS. Your continued use of our services implies consent to the revised policy.

9. Contact Us

For questions, concerns, or to exercise your privacy rights:

Privacy Official: Brittany Luiz

Email: brittany@goldieandcoskinmedicine.com

Phone: (209) 867-7101

Address: 118 N. Church Street, Lodi, CA 95240

