

## PROTECTING AND RESPECTING YOUR PRIVACY.

This privacy notice for Gulf Coast Plastic Surgery, PA (“**Company**,” “**we**,” “**us**,” or “**our**”), describes how and why we might collect, store, use, and/or share (“**process**”) your information when you use our services (“**Services**”), such as when you:

- Visit our website at <https://www.pisarskimd.com> or any website of ours that links to this privacy notice.
- Engage with us in other related ways, including any sales, marketing, or events.

If you have any questions regarding this policy and our privacy practices, feel free to contact us by email or phone as listed on our website.

As part of our commitment to our customers’ privacy, we want you to be familiar with how we collect, use, and disclose data.

This Privacy Policy describes the privacy practices of the Gulf Coast Plastic Surgery’s data that we collect:

- through websites operated by us from which you are accessing this Privacy Policy;
- through our social media pages that we control from which you are accessing this Privacy Policy (collectively, our “Social Media Pages”);
- through HTML-formatted email messages that we send you that link to this Privacy Policy and through your communications with us;

By using our website and services, you agree to the terms and conditions of this Privacy Policy.

## HOW DO WE COLLECT INFORMATION FROM YOU?

We collect personal information of website visitors when you visit our Site or via online forms, for example, when you sign complete a form to request more information or a consultation. We will notify you of such purposes at the time that we request to collect personal data from you.

We will also collect information about your use of our Site as described in the section Cookies and Advertisements below.

We obtain information about you in the following ways:

- Information you give us directly;
- Information you give us indirectly; and
- Information shared with us by third parties (please check any privacy policy provided to you where you give your data to a third party).

## WHEN YOU VISIT THIS WEBSITE

We, like many companies, automatically collect the following information:

Technical information, including the type of device visitors are using, the IP address, browser and operating system being used to connect to the internet. This information may be used to improve the services we offer.

Information about website visitors this Website, for example we collect information about pages our visitors visit and how these visitors navigate the Website, i.e. length of visits to certain pages, products and services that website visitors viewed and searched for, referral sources (e.g. how website visitors arrived at our Website).

We collect and use information by using cookies on our Website – more information on cookies can be found under the ‘Use of Cookies’ section below.

## SOCIAL MEDIA

When you interact with us on social media platforms, such as Facebook and Instagram, we may obtain information about you (for example, when you publicly tag us in an event photo). The information we receive will depend on the privacy preferences you have set on those types of platforms.

## WHAT TYPE OF INFORMATION IS COLLECTED FROM YOU?

The personal information we collect, store and use might include:

- your name and contact details (including postal address, email address and telephone number);

- information you share in contact forms about procedures and treatments you are interested in, as well as additional comments you may provide
- information about your activities on our Website and about the device used to access it, for instance your IP address and geographical location; and
- any other personal information shared with us.

Data protection laws recognize certain categories of personal information as sensitive and therefore requiring greater protection, for example information about your health, ethnicity, and religion.

We do not usually collect sensitive data about you unless there is a clear and valid reason for doing so and data protection laws allow us to do so.

Where appropriate, we will clarify why we are collecting this type of information and what it will be used for.

## **HOW AND WHY IS YOUR INFORMATION USED?**

We may use your information for a number of different purposes, which may include:

- providing you with the services, products or information you asked for;
- processing orders that you have submitted;
- carrying out our obligations under any contracts entered into between you and us;
- keeping a record of your relationship with us;
- conducting analysis and market research so we can understand how we can improve our services, products or information; seeking your views or comments on the services we provide;
- notifying you of changes to our services; and sending you communications which you have requested and that may be of interest to you. applications.

How long is your information kept for?

We keep your information for no longer than is necessary for the purposes it was collected for. The length of time we retain your personal information for is determined by operational and legal considerations. For example, we are legally required to hold some types of information to fulfil our statutory and regulatory obligations (e.g. health/safety and tax/accounting purposes). We review our retention periods on a regular basis.

## **WHO HAS ACCESS TO YOUR INFORMATION?**

We do not sell or rent your information to third parties.

We do not share your information with third parties for marketing purposes.

However, we may disclose your information to third parties in order to achieve the other purposes set out in this policy. These third parties may include:

Third parties working on our behalf: We may pass your information to our third-party service providers, suppliers, agents, subcontractors and other associated organizations for the purposes of completing tasks and providing services to you on our behalf. However, when we use these third parties, we disclose only the personal information that is necessary to deliver the services and we have a contract in place that requires them to keep your information secure and prevents them from using it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganization, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our staff, supporters, customers, users of the Website or others. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

## **LAWFUL PROCESSING**

Data protection law requires us to rely on one or more lawful grounds to process your personal information. We consider the following grounds to be relevant:

### **SPECIFIC CONSENT**

Where you have provided specific consent to us using your personal information in a certain way, such as to send you email, text and/or telephone marketing.

### **PERFORMANCE OF A CONTRACT**

Where we are entering into a contract with you or performing our obligations under it like when you contract for the Company's services or products.

### **LEGAL OBLIGATION**

Where necessary so that we can comply with a legal or regulatory obligation to which we are subject or to comply with a court order.

### **VITAL INTERESTS**

Where it is necessary to protect life or health or a safeguarding issue which requires us to share your information with the emergency services.

### **LEGITIMATE INTERESTS**

Where it is reasonably necessary to achieve our or others' legitimate interests (as long as what the information is used for is fair and does not unduly impact your rights).

When we process your personal information in this way, we consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. We will not use your personal information where our interests are overridden by the impact on you (for example, where such use would be excessively intrusive, and no other legitimate basis exists for using your information).

When we use sensitive personal information, we require an additional legal basis to do so under data protection laws, so we will either do so on the basis of your explicit consent or another route available to us at law (for example, if we need to process it for employment, social security or social protection purposes, your vital interests, or, in some cases, if it is in the public interest for us to do so).

### **EMAIL/TEXT/PHONE**

We will only send you general and marketing communications by email, SMS and telephone if you have explicitly provided your prior consent. You may opt out of our marketing communications at any time by clicking the unsubscribe link at the end of our marketing emails or calling the office at 979.297.9289.

### **YOUR CHOICES**

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us, then you can select your choices by ticking the relevant boxes situated on the form used to collect your information.

We're committed to putting you in control of your data so you're free to change your marketing preferences (including to tell us that you don't want to be contacted for marketing purposes) at any time. Feel free to contact us via any of the methods listed on the Website to discuss your preferences.

We will not use your personal information for marketing purposes if you have indicated that you do not wish to be contacted and will retain your details on a suppression list to help ensure that we do not continue to contact you. However, we may still need to contact you for administrative purposes.

## **YOUR RIGHTS**

You have certain rights over the personal information that we hold about you.

- You have a right to request access to the personal data that we hold about you. You also have the right to request a copy of the information we hold about you, and we will provide you with this unless legal exceptions apply.
- If you want to access your information, please send a description of the information you want to see and proof of your identity by post to the address provided below.
- You have the right to have inaccurate or incomplete information we hold about you corrected. The accuracy of your information is important to us so we're working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or if you believe any of the other information, we hold is inaccurate or out of date, please contact us.
- You have a right to ask us to restrict the processing of some or all of your personal information if there is a disagreement about its accuracy or we're not lawfully allowed to use it.
- You may ask us to delete some or all of your personal information and in certain cases, and subject to certain exceptions; we will do so as far as we are required to. In many cases, we will anonymize that information, rather than delete it.
- If we are processing your personal information (1) based on your consent, or in order to enter into or carry out a contract with you, and (2) the processing is being done by automated means, you may ask us to provide it to you or another service provider in a machine-readable format.
- You have the right to object to processing where we are using your personal information (1) based on legitimate interests, (2) for direct marketing or (3) for statistical/research purposes.
- If you want to exercise any of the above rights, please contact us by using the email or phone number listed on this website. We may be required to ask for further information and/or evidence of identity. We will endeavor to respond fully to all requests within one month of receipt of your request, however if we are unable to do so we will contact you with reasons for the delay.

## **KEEPING YOUR INFORMATION SAFE**

When you give us personal information, we take steps to ensure that appropriate technical and organizational controls are in place to protect it.

Any sensitive information is encrypted and protected with SSL. When you are on a secure page, a lock icon will appear in your browser window.

Information you provide to us by email is transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems.

## **USE OF "COOKIES"**

Like many other websites, this Website uses cookies. "Cookies" are small pieces of information sent by an organization to your computer and stored on your hard drive to allow that website to recognize you when you visit. For example, we use cookies to store your country preference. This helps us to deliver a better more personalized service when you browse our Website and improve our services.

It is possible to switch off cookies by setting your browser preferences. Turning cookies off may result in a loss of functionality when using our Website.

## **LINKS TO OTHER WEBSITES**

Our Website may contain links to other websites run by other organizations. This policy applies only to our Website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other websites even if you access them using links from our Website.

In addition, if you linked to our Website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the privacy policy of that third party site.

## **CHANGES TO THIS POLICY**

Any changes we may make to this policy in the future will be posted on this Website so please check this page occasionally to ensure that you're happy with any changes. If we make any significant changes, we'll make this clear on this Website.