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By checking this box, I consent to receive marketing and promotional messages, including special offers, discounts, new product updates, among others. Message frequency may vary. Message & Data rates may apply. Reply HELP for help and STOP to opt-out.

View our Privacy Policy & Terms and Conditions. *click on privacy policy & terms and conditions*

DISCLAIMER The spa treatments, services and/or facilities received or utilized at Premier Aesthetics are intended for general purposes only and are not intended to be a substitute for professional medical treatment for any condition, medical or otherwise. Guests will fully indemnify and hold harmless Premier Aesthetics, LLC and its affiliates, subsidiaries, representatives, agents, staff and suppliers, from and against all liabilities, claims, expenses, damages and losses, including legal fees (on an indemnity basis), arising out of or in connection with the spa treatments, services and/or facilities. The information contained in this website is for general information purposes only. The information is provided by Premier Aesthetics, LLC and while we endeavor to keep the information up-to-date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability with respect to the website or the information, products, services, or related graphics contained on the website for any purpose. Any reliance you place on such information is therefore strictly at your own risk. In no event will we be liable for any loss or damage including without limitation, indirect or consequential loss or damage, or any loss or damage whatsoever arising from loss of data or profits arising out of, or in connection with, the use of this website. Through this website, now or in the future, you may be able to link to other websites which are not under the control of Premier Aesthetics, LLC. We have no control over the nature, content, and availability of those sites. The inclusion of any links does not necessarily imply a recommendation or endorse the views expressed within them. We also have no control over other websites linking back to us and neither over people or organizations who claim to endorse or be associated with us and cannot be held responsible for the claims made or actions taken by them.

PRIVACY POLICY: Premier Aesthetics, LLC is a medical spa operating in the United States, offering a full range of MedSpa services including Botox and other injectables, dermal fillers, facials, laser treatments, microneedling, chemical peels, body contouring, medical

weight-loss programs, eyelash/eyebrow tinting, waxing, and teeth whitening. We value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and protect your information when you use our website or services. Our website allows U.S. users to book treatments and consultations online, and our services are intended for individuals located in the United States only. By using our site and services, you agree to the practices described in this Privacy Policy.

INFORMATION COLLECTION We collect personal information that you provide to us directly, as well as some information automatically when you use our site. The types of information we may collect include:

- **Contact Information:** Your name, email address, phone number, mailing address, or other contact details (for example, when you fill out forms or create bookings).
- **Identification Details:** Date of birth or other identifiers you might provide when booking or registering for our services.
- **Health and Medical Information:** Health history, medical conditions, treatment history, or other health-related information that you voluntarily provide for treatment purposes. For example, we may ask about allergies, medications, or past procedures to ensure our treatments (such as injectables or laser services) are safe and appropriate for you.
- **Appointment and Service Details:** Information related to your appointments and treatments, such as the services you schedule or inquire about (e.g. a Botox session, facial, or body contouring treatment), appointment dates and times, and any preferences or notes relevant to your visit.
- **Payment Information:** Credit card numbers or other payment details you provide when purchasing a service or product. Note: We use secure third-party payment processors to handle payment transactions, so we generally do not store full credit card information on our own systems.
- **Account Information:** If our online booking platform requires an account or login, it may collect a username, password, or account ID to manage your bookings.
- **Communication Records:** Copies of your communications with us. For example, if you email us, call, or use an online chat or contact form, we may keep records of the correspondence and any information you provide during those interactions.
- **Marketing Preferences:** If you opt in to receive marketing communications (such as newsletters or promotional offers), we may record your preferences (e.g. your consent to receive emails or texts).
- **Website Usage Data:** When you visit our site, we automatically collect certain data about your device and how you use the site. This can include your IP address, browser type, device identifiers, pages viewed, the dates/times of access, and referral URLs. We collect this information through cookies and similar tracking technologies (explained more below) to understand user engagement with our website. We do not knowingly collect personal information from anyone under the age of 13. Our website and services are not directed to children under 13, and we request that they do not provide personal data through the site. If we learn that we have received information from a

child under 13 without verified parental consent, we will delete it. (See Children's Privacy below for more.) **USE OF INFORMATION** We use the collected information to operate our business, provide you with quality services, and improve your experience. Specifically, we may use your information in the following ways:

- **Providing and Personalizing Services:** To schedule and manage your appointments, provide the MedSpa treatments and services you request, and tailor our services to your needs. For example, health information you share is used to plan safe and appropriate treatment (such as checking for contraindications to a laser or injectable treatment).
- **Communication:** To communicate with you about your appointments and account. This includes sending confirmations, reminders (e.g. upcoming appointment reminders), and responding to your inquiries or requests. We may also send follow-up communications after your visit, such as post-treatment care instructions or satisfaction surveys.
- **Marketing and Promotions:** To send you newsletters, offers, or other marketing communications about our services, only if you have opted-in to receive them. You can unsubscribe from marketing emails or texts at any time (see Your Rights and Choices below). We do not send marketing communications without appropriate consent or as permitted by law.
- **Processing Transactions:** To process payments for services or products you purchase. Payment details are used to complete the transaction and for accounting, billing, and record-keeping purposes.
- **Website Functionality and Analytics:** To operate, evaluate, and improve our website and services. Usage data and cookies help us understand how users navigate our site, which pages or services are most popular, and how we can enhance user experience. This information is used to troubleshoot performance issues, test improvements, and develop new features. We may also use it to gauge the effectiveness of our advertising or marketing campaigns.
- **Safety and Compliance:** To maintain the safety, security, and integrity of our systems, services, and clients. For example, we may monitor for fraudulent behavior or security threats. We also use personal information as needed to comply with applicable laws and regulations, to enforce our site's Terms and policies, and to respond to lawful requests from authorities.
- **Medical and Legal Obligations:** In certain cases, we may use your information to meet obligations in a healthcare context or to protect your vital interests. For instance, maintaining treatment records may be necessary for medical documentation or compliance with health regulations. If you provide health information, we use it only for your treatment and internal operations related to those services.
- **Other Purposes:** We may use your information for any other purpose that we describe at the point where you provide it, or otherwise with your consent. We will not use your personal information for purposes unrelated to the above without notifying you and obtaining your consent when required. In particular, if we ever plan to use or share your information in a way that is materially different from what is described in this Privacy Policy, we will update this Policy (and, if required by law, seek your permission).

SHARING AND DISCLOSURE OF

INFORMATION We understand the importance of your privacy. We do not sell your personal information to third parties for their own commercial use. However, we may share or disclose your information in the following circumstances:

- **Service Providers and Partners:** We share information with trusted third-party companies that perform services on our behalf, only as necessary for them to assist us. These third parties include:
- **Online Booking and Medical Record Platform:** We use a third-party platform to facilitate online scheduling of appointments and maintain client records. For example, our site's "Book Online" functionality is provided by Aesthetic Record, a HIPAA-compliant electronic medical records and booking system. When you book a treatment or consultation online, the information you enter (such as contact details, appointment selections, and any health history you provide) is collected and stored by this platform on our behalf. Aesthetic Record (and any similar booking service we use) is contractually obligated to protect your data and will only use it to provide services to Premier Aesthetics, LLC. Please note that using the online booking may also be subject to the third-party platform's own privacy policy and terms.
- **Payment Processors:** We use secure payment processing services to handle credit card transactions (this may be part of our booking system or a separate payment gateway). These processors will receive your payment information to process payments for services or product purchases. They are authorized to use your information only as needed to perform payment and related activities (such as fraud prevention or billing) and are required to keep your financial information confidential and secure.
- **Email Marketing Provider:** If you subscribe to our newsletter or promotional emails, we manage our mailing list and campaigns through a third-party email service (e.g., LeadAR). Your name and email address (and any other information you provide for receiving communications) will be stored on that platform. The email service provider helps us send out newsletters or offers and may also collect data (like whether you opened an email or clicked a link) to help us analyze engagement. We ensure that such providers handle your data in compliance with privacy laws, and you can unsubscribe at any time. (See LeadAR's own privacy policy for details on its data practices.)
- **Analytics and Advertising Partners:** As noted, we use Google Analytics to understand how users interact with our website. Google Analytics may receive certain information about your device and browsing actions (e.g., pages you visited, IP address) via cookies and similar technologies. Google aggregates this data to give us insights (for example, visitor traffic patterns) and does not identify you personally to us. Google may use the data it collects for its own analytics purposes; however, we do not permit Google to use our analytics data for advertising or share it except as allowed in our agreement with them. (See Use of Cookies and Tracking Tools below for how you can opt out of Google Analytics tracking.)
- **Other Vendors:** We may also share data with other vendors that help us run our business – for example, website hosting providers, IT support, customer management systems, or professional

advisors (like accountants or attorneys) who need access to certain information to perform their services. In all cases, these providers are given only the information necessary for their function and are bound by confidentiality and security obligations. ● **Business Transfers:** If we are involved in a merger, acquisition, sale of assets, or other business transaction, customer information (including personal data) may be transferred to the successor or new owner as part of that deal. In such cases, we will ensure that your information remains protected and is used in accordance with this Privacy Policy (unless you are notified otherwise and consent to any new uses). ● **Legal Compliance and Protection:** We may disclose your information if we are required to do so by law or legal process, or if we have a good-faith belief that such action is necessary to: (a) comply with a legal obligation, subpoena, or government request; (b) enforce our terms, agreements, or policies; (c) investigate or assist in preventing security threats, fraud, or other malicious activity; or (d) protect the rights, property, or safety of Premier Aesthetics, LLC, our clients, our employees, or others. This includes exchanging information with law enforcement or other companies and organizations for fraud protection and credit risk reduction, as permitted by law. ● **With Your Consent:** In situations where you expressly consent to or request information sharing, we will share in accordance with your instructions. For example, if you ask us to coordinate with another healthcare provider or refer you to a specialist, we would share information with them only with your approval. Aside from the scenarios listed above, we do not disclose your personal information to third parties. We do not rent or sell client lists or personal details to third-party marketers. If in the future we need to share information for a purpose not covered in this Policy, we will notify you and, if required, obtain your consent. **DATA SECURITY** We take the security of your personal information seriously. Premier Aesthetics, LLC implements reasonable technical, administrative, and physical safeguards to protect your data from unauthorized access, loss, misuse, or alteration. These measures include, for example: ● **Encryption of sensitive data.** If you enter credit card information on our website (through a booking or purchase form), that data is transmitted via LeadAR encryption and Xplor Pay. We do not store full payment card numbers on our servers; our payment processors handle that information securely. ● **Restricted access to personal data.** Only authorized personnel and service providers who need to process your information for the purposes described in this Policy are allowed to access it. Our staff are trained on confidentiality and privacy practices. Health-related records you provide are treated as confidential medical information and handled only by personnel who need them for your care or for record-keeping. ● **Secure systems and practices.** We maintain up-to-date security software and protocols to protect our website and internal systems. This includes firewalls, anti-malware protection, and monitoring of our systems for vulnerabilities or breaches. Our online booking and records platform (Aesthetic Record) is a HIPAA-compliant system with robust security controls in

place, which means it meets strict standards for protecting health information. ● Data retention practices. We retain personal information only as long as necessary for the purposes it was collected, or as required by law (for example, certain medical or financial records may need to be kept for a minimum period). When information is no longer needed, we dispose of it securely. While we strive to protect your information, please note that no method of transmission over the internet or electronic storage is 100% secure. Therefore, we cannot guarantee absolute security of your data. For example, email communications may not be fully secure, so we advise you to not include sensitive personal or financial information in unencrypted emails to us. You share and transmit information at your own risk, but we work hard to mitigate risks. In the event of a data breach that affects your personal information, we will notify you as required by applicable law and take appropriate steps to remedy the situation. Your Responsibility: To help maintain the security of your information, we encourage you to use strong passwords for any accounts related to our services and to keep your login credentials confidential. If you suspect any unauthorized access or encounter any security issues on our website, please contact us immediately (see Contact Information below).

USE OF COOKIES AND TRACKING TOOLS Our website uses "cookies" and similar tracking technologies to provide and improve our online services. Cookies are small text files that websites store on your device to save information about you, such as your site preferences or login status. We use these technologies for several reasons:

- **Essential Functions:** Some cookies are necessary for our site to operate properly. For instance, if our site has a booking portal or a shopping cart, cookies allow you to stay logged in or to remember the items in your cart as you navigate through pages. Without these, certain features (like online booking forms) may not work correctly.
- **Analytics:** We use cookies and third-party tools (like Google Analytics) to collect information about how visitors use our site. These cookies gather data such as what pages are visited, how long users stay, how they got to our site, and what links they click. We use this information to understand user behavior and improve our website's design, content, and performance. The analytics data collected does not include your name, contact information, or other directly identifying details – it is generally limited to technical and usage information. For example, Google Analytics may log that a user from a certain city visited our Botox service page and spent 3 minutes there, but it does not tell us who that user was.
- **Preferences:** Cookies can remember your preferences, such as language selection or other customizations, to make your experience more convenient on repeat visits.
- **Advertising and Social Media (if applicable):** At present, we do not use third-party advertising networks or social media plugins that collect your information for targeted advertising on our site. If this changes, we will update this policy. (Any such features would use cookies to track your browsing across sites and serve you ads, and we would provide an opt-out if implemented.)

Third-Party Cookies: As mentioned, our site

utilizes third-party services that set their own cookies. For example, Google Analytics sets cookies (_ga, _gid, etc.) to collect analytics data . Similarly, our email marketing provider might use cookies or web beacons in emails to track open rates (a "web beacon" is a tiny invisible image or code snippet in an email that signals when you open it). Our online booking platform may also use cookies to maintain your session when you fill out forms or to remember your login on that system. Each third-party's use of cookies is governed by their own privacy policies. For instance, Google's privacy policy explains how Google Analytics works and how data is used. We encourage you to review the privacy policies of the services we use (see Third-Party Services below for references). Your Choices for Cookies: You have the ability to control or limit cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies or alert you when a cookie is being placed on your device. Please be aware that if you disable or delete cookies, some parts of our site may become inaccessible or not function properly (for example, the booking widget might not remember your appointment selections). ●

Opting Out of Analytics: If you do not want Google Analytics to collect data from your browser, Google provides an opt-out browser add-on that you can install. Additionally, you can disable JavaScript or cookies, but note that this may affect other site functionality. ●

Do Not Track: Some browsers offer a "Do Not Track" (DNT) signal that you can enable to indicate your privacy preference. Currently, our site does not respond to DNT signals, because there is not yet a consensus in the industry on how to interpret them. However, we only use your browsing data as described in this Policy (for analytics and internal purposes) and not for behavioral advertising. By using our site, you consent to the placement of cookies and similar tracking technologies in your browser as described above. You can always adjust your browser settings if you change your mind, and you may also clear cookies from your browser at any time.

THIRD-PARTY SERVICES In operating our website and business, we utilize several third-party services and platforms, as discussed throughout this Policy. It's important for users to understand how these third parties might handle your data, so we provide an overview here: ● Google Analytics: We use Google Analytics to gather statistical information about site usage (e.g., which pages are most visited, how users navigate between pages, etc.). Google Analytics uses cookies and similar identifiers to track user interactions. The information generated by these cookies about your use of our website is transmitted to Google's servers (which may be in the United States or other countries) and aggregated for us. This helps us analyze overall trends and website performance. Google may also use the collected data for its own purposes (such as improving its analytics services). However, we have configured our Google Analytics account in accordance with Google's policies so that it does not collect personally identifying information like your name or email. We also honor any settings we can to anonymize IP addresses (when applicable). For more details on Google Analytics'

privacy practices, you can review Google's Privacy Policy on their website. If you wish to opt out of Google Analytics, you can use the tools described in Use of Cookies and Tracking Tools above. ● LeadAR (Email Marketing): We use LeadAR to manage our email newsletter and marketing mailing lists . When you subscribe to our emails via our website (for example, by entering your email address to receive updates or promotions), your information is stored in LeadAR's system. LeadAR may collect certain data, such as whether you opened an email or clicked links, which it shares with us to help us measure engagement. Rest assured, we only use your email information to send you communications you signed up for, and you can unsubscribe anytime by clicking the "unsubscribe" link in our emails or contacting us. ● Online Booking & Medical Records (Aesthetic Record): As mentioned, we partner with Aesthetic Record (an Electronic Medical Records and Practice Management platform) to provide online booking and to maintain treatment records. Aesthetic Record is a third-party service provider that specializes in medical spa and clinic management. When you click "Book Online" on our site, you are interacting with Aesthetic Record's system (hosted at a separate domain, e.g., myaestheticrecord.com). Any information you enter — such as your name, contact info, appointment selection, and any intake forms or consents — is collected by Aesthetic Record on our behalf. Aesthetic Record is HIPAA-compliant, meaning it adheres to health information privacy and security rules . They will use your data only to provide services to our clinic (for example, to schedule your appointment, send appointment reminders, and maintain your client profile and treatment notes). Aesthetic Record's Privacy Policy (available on their website) further explains how they safeguard your data. In general, by using our online booking, you are also subject to Aesthetic Record's privacy and security practices, since they are the ones processing that portion of your data. If you prefer, you may always book appointments with us via phone or in person instead of using the online system. ● E-Commerce Platform: If our website offers an online store for purchasing skincare products or gift cards (for example, via a "Shop" link that leads to a storefront), those purchases may be handled by a third-party e-commerce platform (such as Shopify). That platform will collect information necessary to fulfill your order, like your name, contact info, shipping address, and payment details. The use of your information in that context will be governed by the platform's own privacy policy, which is usually accessible at the storefront. We only receive necessary details to process and ship your order (e.g., confirmation of your purchase, and your contact/shipping information). We do not store your payment card information ourselves when a third-party e-commerce service is used. As with our other providers, we expect our e-commerce partner to protect your data and use it only for order fulfillment and related purposes. ● Social Media and External Links: Our website may contain links to our pages on social media platforms (like Instagram or Facebook) or to other external websites (for example, links to manufacturers of products

we sell, or to educational articles). If you click those links, you will be directed to third-party sites that are not operated by us. This Privacy Policy does not apply to those external sites. We encourage you to review the privacy policies of any site you visit. For instance, if you follow a link to our Instagram page, any data collected there is subject to Instagram's policies, not ours. We do not control how third-party sites collect or use your data, so clicking on those links is at your discretion. In all cases where we share your information with third-party services, we do so to enhance your experience or to support our business functions, and we contractually require these providers to safeguard your information and use it only for the purposes we specify. However, these third parties have their own privacy commitments as well. If you have questions about how any of our third-party service providers handle your data, please refer to their privacy policies or contact us for more information.

YOUR RIGHTS AND CHOICES You have certain rights and choices regarding your personal information. We strive to honor these rights and facilitate your control over your data. The following is a summary of your rights and how you can exercise them:

- **Access and Portability:** You have the right to request access to the personal information we hold about you and to receive an explanation of how we use it. You may request a copy of your information in a common electronic format. For example, you can ask for a copy of the contact info and health history you provided to us, and we will supply this to you, subject to verifying your identity and any legal limitations.
- **Correction (Rectification):** If any of your personal information is inaccurate or incomplete, you have the right to request that we correct or update it. For instance, if you change your phone number or realize we recorded your name or address incorrectly, you can ask us to update those details. We want to ensure your information is accurate and current.
- **Deletion (Right to Erasure):** You may request that we delete your personal information, subject to certain exceptions. If you no longer plan to use our services and want us to remove your data, you can contact us with this request. We will honor deletion requests when possible, but please note we may need to retain certain information as required by law or for legitimate business purposes. For example, we might retain transaction records for financial reporting, or certain medical records to comply with healthcare regulations or malpractice laws. If that's the case, we will inform you of what we cannot delete and why.
- **Opt-Out of Marketing Communications:** If you have subscribed to our marketing emails or SMS messages, you can opt out at any time. To stop receiving emails, click the "unsubscribe" link provided in any promotional email, or contact us to be removed. To opt out of text messages, you can follow the instructions provided (such as texting "STOP" to unsubscribe) or contact us. Please note that even if you opt out of marketing, we may still send you transactional or service-related communications (for example, appointment reminders or billing receipts) as these are not promotional in nature.
- **Opt-Out of Sale or Sharing of Data:** We do not sell personal data, as noted above.
- **Withdrawal of Consent:** In cases where we are

processing your information based on your consent (for example, if you consented to share a testimonial or to receive marketing emails), you have the right to withdraw that consent at any time. Withdrawing consent will not affect the lawfulness of any processing we did before your withdrawal, and it won't affect processing of your data under other legal bases (such as fulfilling a contract or complying with a law). ● Lodging Complaints: If you believe we have infringed your privacy rights, you have the right to complain to us directly. We take privacy complaints seriously and will investigate and respond. While our operations are U.S.-only, if any privacy law grants you the right to escalate a complaint to an authority (for example, a state attorney general or the FTC), you may do so. We would, however, appreciate the chance to address your concerns first. How to Exercise Your Rights: To exercise any of the rights above, please contact us using the information in the Contact Information section at the end of this Policy. Provide your name and a clear description of your request (for example, "I would like a copy of my personal data" or "Please correct my phone number on file" or "Do not send me marketing emails"). We may need to verify your identity before fulfilling certain requests, especially for access, deletion, or disclosure of specific pieces of data, to ensure we do not release information to the wrong person. Verification might involve confirming contact information or asking for additional identifiers. We will respond to valid requests within the timeframe required by law. Please note that some rights may not be absolute. For example, if you request deletion, we might retain data that we are legally required to keep, or if you request extensive information more than once in a 12-month period, we may decline repetitive requests as allowed by law. If we deny a request for a lawful reason, we will explain our reasoning to you. We are committed to enabling you to control your personal information and will never unlawfully penalize you for exercising your privacy rights. Your trust is important to us, and we will make every effort to accommodate your requests and to maintain transparency about how we handle your data. CHILDREN'S PRIVACY Our website and services are not intended for children under the age of 13. We do not knowingly collect or solicit personal information from anyone under 13 years old. If you are under 13, please do not use this site or provide any information about yourself (such as your name, address, or email). Parents or Guardians: if you become aware that your child under 13 has provided us with personal information, please contact us immediately (see Contact Information below). We will promptly delete that information from our records. For minors above 13 but under 18: Our services (which include treatments like Botox, fillers, etc.) are generally intended for adults. While certain non-invasive services might be available to older teenagers with parental consent (subject to our policies and applicable laws), the website itself does not target anyone under 18 for marketing. We recommend that minors between 13 and 17 obtain permission from a parent or guardian before providing any personal information or booking services. We comply with the U.S. Children's Online Privacy Protection Act

(COPPA) and other applicable laws regarding the privacy of minors. If in the future our site offers any interactive features directed at children (which we do not plan to), we will implement appropriate safeguards and parental consent mechanisms as required by law.

UPDATES TO THE POLICY We may update or revise this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or for other operational reasons. If we make material changes to how we handle your personal information, we will notify you by updating the Effective Date at the top of this Policy and, if appropriate, by additional means (such as a notice on our website or an email notification). We encourage you to review this Privacy Policy periodically to stay informed about our data practices. Your continued use of our website or services after any changes to this Privacy Policy have been posted will signify your acceptance of those changes, provided that if we were to use your personal information in a manner materially different from what was stated at the time of collection, we will obtain your consent or give you a meaningful opportunity to opt-out before the new use takes effect. In summary, this Privacy Policy may be updated, but we will not reduce your rights under this Policy without your explicit consent. The latest version of the Policy will always be available on our website and will supersede all previous versions.

CONTACT INFORMATION If you have any questions, concerns, or requests regarding this Privacy Policy or our handling of your personal information, please do not hesitate to contact us. We are here to help and will respond as promptly as we can.

Premier Aesthetics, LLC: 1890 McCullough Blvd. Tupelo, MS 38801, United States Email: pa@pfuc.net, Phone: 662-871-4677, Website Contact Form: Please click the website contact form link here to use the contact form on our website. (At this time, we handle privacy inquiries via phone, email, or our website contact form. Attn: Privacy Officer. We will update this Policy if a direct designated privacy email address becomes available.) You may also reach out to us in person at our clinic locations during business hours, and we will direct your inquiry to the appropriate person. Our goal is to address any privacy-related questions or issues you have in a courteous and efficient manner. Thank you for reading our Privacy Policy. We value your trust in Premier Aesthetics, LLC and are dedicated to safeguarding your personal information while providing you with exceptional MedSpa services. If you have any questions or need further clarification on any aspect of this Policy, please contact us.