

## Privacy Policy

**Effective Date: August 6, 2022**

**Last Updated:** July 24, 2025

Rinata by Kore Aesthetics ("we," "us," or "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website [[www.KoreAesthetics.com](http://www.KoreAesthetics.com)], use our services, or interact with us in person or electronically.

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### 1. Information We Collect

We may collect the following types of information:

#### Personal Information

- Name, address, phone number, email address
- Date of birth
- Emergency contact
- Health history and medical concerns
- Billing or payment details (processed securely via third-party platforms)

#### Technical and Usage Information

- IP address  
Browser type and device information
  - Pages visited and session duration (via cookies or analytics tools)
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### 2. How We Use Your Information

We may use your information for the following purposes:

- To provide medical and aesthetic services

- To book and confirm appointments
  - To personalize client experience and recommendations
  - For administrative, billing, and recordkeeping purposes
  - To comply with medical, legal, and regulatory requirements
  - To improve website performance and marketing efforts (via analytics)
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### **3. HIPAA & Medical Information Privacy**

As a medical spa, we comply with the Health Insurance Portability and Accountability Act (HIPAA). Any Protected Health Information (PHI) you provide is handled with strict confidentiality and is only shared:

- With your explicit consent
  - For treatment, payment, or healthcare operations
  - With business associates who are also HIPAA-compliant
  - As required by law (e.g., for public health or legal proceedings)
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### **4. Sharing Your Information**

We do **not sell** your personal information. We may share your information with:

- Trusted service providers (e.g., scheduling platforms, payment processors)
  - Licensed medical professionals affiliated with your care
  - Legal or regulatory bodies when required
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### **5. Cookies and Tracking Technologies**

Our website may use cookies and similar tools to improve your experience and gather usage data. You can disable cookies in your browser settings, but this may affect certain website functions.

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## **6. Marketing Communications**

With your consent, we may send you emails or SMS messages about promotions, events, or services. You may opt out at any time by clicking "unsubscribe" or replying "STOP."

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## **7. Your Rights and Choices**

You have the right to:

- Access, update, or request deletion of your personal information
  - Request a copy of your health records
  - Withdraw consent for marketing communications
  - File a complaint with us or the U.S. Department of Health & Human Services if you believe your HIPAA rights have been violated
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## **8. Data Security**

We take reasonable physical, administrative, and technical safeguards to protect your information. However, no method of transmission over the internet is 100% secure.

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## **9. Children's Privacy**

Our services are intended for individuals 18 years or older. We do not knowingly collect information from children under 13.

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## **10. Policy Changes**

We reserve the right to update this Privacy Policy at any time. Changes will be posted here with an updated effective date. Please review periodically.

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## **11. Contact Us**

If you have questions or concerns about this policy, or wish to exercise your rights, please contact us at:

**Rinata by Kore Aesthetics**

2450 S 4th ave #110

928.314.14600

[info@koreaesthetics.com](mailto:info@koreaesthetics.com)

[www.KoreAesthetics.com](http://www.KoreAesthetics.com)