

NOTICE OF PRIVACY PRACTICES

Effective Date: April 15th, 2026

Vein & Cosmetic Center of Tampa Bay – Florida

YOUR INFORMATION. YOUR RIGHTS. OUR RESPONSIBILITY.

This Notice describes how your medical and personal information may be used and disclosed by **Vein & Cosmetic Center of Tampa Bay** and how you can access that information. Please review it carefully.

We are committed to protecting your privacy and following all applicable federal HIPAA regulations and Florida privacy laws.

YOUR RIGHTS

You have the right to:

- Get a copy of your medical records (paper or electronic)
 - Request corrections to your medical records
 - Request confidential communication (different phone, email, or address)
 - Request limits on how we use or share your information
 - Receive a list of certain disclosures of your information
 - Get a copy of this Privacy Notice at any time
 - Designate someone to act on your behalf (medical power of attorney or guardian)
 - File a complaint if you believe your privacy rights have been violated
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YOUR CHOICES

You have choices regarding how we use and share your information in situations such as:

- Sharing information with family, friends, or caregivers
- Emergency or disaster relief situations
- Marketing communications from our clinic
- Fundraising communications (if applicable)

Marketing & Communications

We will **never sell your personal health information**. We may contact you about services, promotions, appointment reminders, or treatment updates unless you opt out where permitted by law.

HOW WE USE YOUR INFORMATION

We may use and share your information to:

Provide Treatment

We use your information to deliver care and coordinate services such as weight loss programs, aesthetic treatments, hormone therapy, and wellness care.

Run Our Practice

We use information to operate our business, improve services, and train staff.

Payment & Billing

We use your information to process payments, insurance claims (if applicable), and billing.

OTHER PERMITTED USES & DISCLOSURES

We may also use or disclose your information when required or allowed by law, including:

- Public health reporting (e.g., communicable diseases, adverse reactions)
- Compliance with Florida and federal laws
- Health oversight activities and audits
- Legal proceedings or court orders
- Law enforcement requests (as required by law)
- Workers' compensation claims
- Medical examiners or funeral directors
- Organ and tissue donation requests
- Preventing or reducing serious threats to health or safety

WEBSITE, EMAIL & TEXT COMMUNICATIONS

When you interact with our website or digital systems, we may collect:

- Name, phone number, and email address
- Appointment requests or consultation forms

- Device, browser, and IP information (for security and analytics)

SMS / TEXT MESSAGE CONSENT & COMMUNICATIONS

Text Message Communications Consent

By providing your mobile phone number to **Vein & Cosmetic Center of Tampa Bay** you are voluntarily consenting to receive **text messages (SMS)** from us.

These messages may include:

- Appointment confirmations and reminders
- Post-treatment follow-ups and care instructions
- Scheduling updates or cancellations
- Wellness and treatment notifications
- Promotional offers, specials, and clinic updates (if you opt in)

Message frequency may vary.

HIPAA & Privacy Notice for Text Messaging

Please be aware that standard text messaging is **not fully secure or encrypted**.

While we take reasonable steps to protect your personal health information, we cannot guarantee the privacy or security of information transmitted via SMS.

By opting in, you acknowledge and accept this risk.

Consent Is Not a Condition of Treatment

Your consent to receive text messages:

- Is completely voluntary
 - Is not required to receive treatment or services
 - Will not affect your ability to receive care at our clinic
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Opt-Out Instructions

You may opt out of receiving SMS messages at any time by:

- Replying “**STOP**” to any text message
- Contacting our office directly
- Updating your communication preferences with our staff

After opting out, you may still receive transactional messages related to active appointments or billing, as permitted by law.

Third-Party Messaging Disclaimer

We may use a secure third-party platform to deliver SMS communications. These providers are required to safeguard your information in accordance with applicable privacy and security standards.

Marketing Text Messages

If you opt in to marketing communications, you may receive promotional texts regarding:

- Discounts and seasonal specials
- New treatments and services
- Loyalty programs or membership offers

You may opt out of marketing texts at any time without affecting your care.

Text & Email Consent

By providing your contact information, you may receive:

- Appointment reminders
- Treatment follow-ups
- Promotional offers or clinic updates

You may opt out of marketing messages at any time.

We take reasonable steps to protect your electronic data, but no system is 100% secure.

SUBSTANCE USE OR SPECIAL PROTECTED RECORDS (IF APPLICABLE)

If your records are protected under special federal laws (such as 42 CFR Part 2), we will not disclose them for legal proceedings or investigations without your written consent or a valid court order.

OUR RESPONSIBILITIES

We are required by law to:

- Maintain the privacy and security of your protected health information
- Provide you with this Notice and follow its terms
- Notify you if a breach occurs that may compromise your information
- Not use or share your information beyond what is described here without written authorization

If you give us written permission, you may revoke it at any time.

CHANGES TO THIS NOTICE

We may update this Notice periodically. Any changes will apply to all information we maintain. The updated Notice will be posted on our website and available upon request.

COMPLAINTS

If you believe your privacy rights have been violated, you may contact us at:

Vein & Cosmetic Center of Tampa Bay

3001 North Rocky Point Dr. E, Ste 125, Tampa, FL 33607

813 282 0223

Info@Veincentertampa.com

You may also file a complaint with:

U.S. Department of Health & Human Services (HHS)

Office for Civil Rights

<https://www.hhs.gov/hipaa/filing-a-complaint/>

We will not retaliate against you for filing a complaint.

QUESTIONS

If you have questions about this Notice, please contact our office using the information above.