

# Privacy Policy

**Effective Date: July 1<sup>st</sup>, 2025**

**Infinite Youth Medical Spa – Minnetonka, MN**

At Infinite Youth Medical Spa, we are committed to protecting your privacy. Whether you visit our clinic, browse our website, or communicate with us through phone, text, or email, we are dedicated to keeping your personal and health information safe and secure. This Privacy Policy explains how we collect, use, and protect the information you share with us.

## 1. Information We Collect

We collect personal, medical, and technical information to help provide a safe, personalized, and high-quality experience. This includes:

- **Personal Information:** Name, address, phone number, email address, date of birth, emergency contact information.
- **Medical Information:** Health history, medications, allergies, treatment plans, and other data needed to safely perform services.
- **Appointment & Scheduling Data:** Preferred appointment times, provider requests, and service history.
- **Communication Preferences:** Whether you opt in to receive texts, emails, or calls for scheduling, reminders, or promotions.
- **Payment Information:** Credit/debit card information and billing records, securely processed.
- **Website Data:** IP address, device and browser information, cookies, and online behavior (for site analytics).

## 2. How We Use Your Information

Your information may be used for the following purposes:

- To book, confirm, or reschedule appointments.

- To send appointment reminders via text message, phone call, or email, based on your preferences.
- To deliver personalized medical spa services safely and effectively.
- To send treatment follow-ups, updates, promotional offers, or educational content—only with your consent.
- To manage payments, billing, and recordkeeping.
- To improve our services, website experience, and internal operations.
- To comply with legal, medical, and regulatory standards.

### **3. Text Messaging & Email Communications**

By providing your mobile number or email address, you may receive communications including:

- Appointment confirmations and reminders
- Treatment follow-ups or pre-care instructions
- Occasional promotional messages or newsletters (with opt-out options)

You can opt out of text or email communications at any time by replying “STOP” to text messages or using the unsubscribe link in emails.

We will never share your contact details with third parties for marketing purposes. We will not share mobile information or personally identifiable information with third parties for marketing or promotional purposes.

### **4. HIPAA & Medical Information Privacy**

We comply with the Health Insurance Portability and Accountability Act (HIPAA) and all applicable Minnesota state privacy laws. Any health information you provide is protected under strict federal standards, and is only accessed or disclosed:

- With your authorization
- When required for treatment, payment, or healthcare operations

- When required by law

Your treatment records are stored securely and only accessible to authorized staff and providers involved in your care.

## **5. Your Privacy Rights**

You have the right to:

- Request access to your personal or medical records
- Ask for corrections to inaccurate or incomplete information
- Opt out of marketing or promotional messages at any time
- Request restrictions on how your information is used or shared
- File a complaint with us or the U.S. Department of Health & Human Services if you believe your privacy rights have been violated

## **6. How We Protect Your Information**

We use industry-standard administrative, physical, and technical safeguards to protect your data. This includes encrypted records, secure servers, and access controls. We work only with third-party providers who comply with strict privacy and security protocols.

## **7. Third-Party Tools and Scheduling Services**

If you use our website or third-party scheduling tools (like Boulevard, etc.), your data may be shared with those platforms as needed to manage appointments or transactions. These providers have their own privacy policies and security obligations.

## **8. Cookies and Website Tracking**

Our website may use cookies and analytics tools (such as Google Analytics) to help us understand how visitors use the site and improve your browsing experience. You can control or disable cookies through your browser settings.

## **9. Changes to This Policy**

We may occasionally update this Privacy Policy to reflect changes in our services or legal obligations. Any updates will be posted here with a revised “Effective Date.” Continued use of our services implies acceptance of the updated policy.

## **10. Contact Us**

If you have questions about your privacy or this policy, please contact:

Infinite Youth Medical Spa

10900 Wayzata Blvd Suite #215

Minnetonka, Minnesota 55305

Phone: 952-500-0350

Email: [info@infiniteyouthmedical.com](mailto:info@infiniteyouthmedical.com)

Website: <https://www.infiniteyouthmedical.com/>