SKIN TIME PEDIATRIC WELLNESS

WEBSITE PRIVACY POLICY

Effective Date: September 21, 2026
Last Updated: September 21, 2026

Our Commitment to Your Privacy

Skin Time Pediatric Wellness ("Skin Time," "we," "our," or "us") respects your privacy. This Website Privacy Policy explains how information is collected through our website, how we use and protect it, and the choices available to you. It applies to information collected through the Skin Time website and online interactions that link to this Policy.

This Website Privacy Policy is separate from Skin Time's Notice of Privacy Practices, which addresses protected health information maintained in connection with patient care.

1. Information We Collect

We may collect information you voluntarily provide, such as your name, email address, telephone number, and information you submit when you contact us, request information, schedule a service, or subscribe to optional communications.

You may choose to provide information about your child when contacting Skin Time. Because health information is sensitive, the public website should not be used to submit detailed clinical information, medical records, photographs, or urgent health concerns unless a particular form specifically states that it is secure and intended for that purpose.

Our website may also collect limited technical information automatically, such as IP address, browser and device type, operating system, pages viewed, referring website, and date and time of access.

2. How We Use Website Information

We may use information collected through the website to respond to questions, communicate about requested services, facilitate scheduling, provide requested information, improve website content and functionality, monitor security and performance, prevent misuse or fraud, and comply with applicable legal obligations.

3. Cookies and Similar Technologies

Our website may use cookies and similar technologies to support website functionality, remember preferences, and understand general website traffic and performance. The specific technologies used may change as the website develops. We will update this Policy when appropriate so that it accurately reflects material changes to our website practices. You can manage cookies through your browser settings, although disabling certain cookies may affect website functionality.

4. Analytics and Tracking

If analytics or other tracking technologies are enabled on the live website, they may collect information about how visitors interact with the site. Before publication, Skin Time should verify the actual tools installed by the website developer and ensure this Policy accurately describes them. Skin Time will not represent that a particular analytics or tracking service is being used unless it is actually enabled.

5. Health Information and the Secure Patient Portal

The public website is not a substitute for the secure patient portal. Parents and legal guardians should use the secure patient portal for clinical photographs, detailed health information, or other information related to a child's care when the portal is available.

Information submitted through the secure patient portal in connection with patient care may become part of the child's health record and is handled under Skin Time's Notice of Privacy Practices and applicable privacy and security requirements.

6. PracticeQ and Electronic Medical Record Services

Skin Time uses an electronic medical record and secure patient portal to support its practice. Information maintained in the electronic medical record is not governed solely by this Website Privacy Policy. Patient health information is handled in accordance with Skin Time's Notice of Privacy Practices, applicable HIPAA requirements, contractual obligations, and the privacy and security terms applicable to the technology used by Skin Time.

7. Fullscript

Skin Time may make Fullscript available through an integration with its electronic medical record as a resource for families. Use of Fullscript is voluntary.

The parent or legal guardian is responsible for creating and maintaining the Fullscript account and for providing information directly to Fullscript as required to use the service or complete a purchase. Skin Time does not create patient treatment plans in Fullscript.

Because Fullscript is integrated with the electronic medical record, information transmitted through the integration will be handled in accordance with applicable privacy and security requirements and the contractual arrangements applicable to the parties. Information that a parent or legal guardian independently provides directly to Fullscript is also subject to Fullscript's own privacy practices and terms of use.

8. Third-Party Websites and Services

Our website may contain links to third-party websites or services. These may include educational resources, scheduling or payment services, social media platforms, and product or wellness resources. We do not control the privacy or security practices of third-party websites. Once you leave the Skin Time website, the privacy policy and terms of the third party apply to information you provide there.

A link to a third-party resource does not by itself mean that Skin Time controls, guarantees, or assumes responsibility for that third party's content, security, products, or services.

9. Payments and Scheduling

When you schedule an appointment or make a payment through a third-party service, the information you provide may be collected and processed by that service. Skin Time does not ask you to submit credit card numbers or other sensitive payment information through an ordinary website contact form. Payment information should be entered only through the secure payment process provided for that purpose.

10. Email and Optional Communications

If you provide your email address, Skin Time may use it to respond to your request or provide information you have requested. If you voluntarily subscribe to newsletters or other optional communications, you may unsubscribe using the instructions included in those communications. Service-related communications may still be sent when necessary to respond to a request or provide a service.

11. Children's Privacy

The public Skin Time website is intended primarily for parents, legal guardians, and adult caregivers. We do not intentionally design the public website to encourage children to submit personal information directly to us. Parents and legal guardians should supervise children's use of the website and should not allow a child to submit personal or health information through a public website form.

12. How We Share Website Information

Skin Time does not sell personal information collected through its website. We may share information with service providers that help operate the website or provide requested services, such as website hosting, security, scheduling, communications, analytics, or payment processing. We may also disclose information when required by law, legal process, or valid governmental request, or when necessary to protect the rights, safety, or property of Skin Time, our users, or others.

Where applicable, Skin Time maintains contractual safeguards, including business associate agreements, when a service provider's relationship with Skin Time involves protected health information and HIPAA requires such an agreement.

13. Data Security

Skin Time uses reasonable administrative, technical, and physical safeguards appropriate to the information it maintains. No website, internet transmission, or electronic storage system can be guaranteed to be completely secure. For clinical information, families should use the secure patient portal rather than public website forms, ordinary email, text messages, or social media.

14. Data Retention

Website information is retained only as long as reasonably necessary for the purpose for which it was collected, to maintain appropriate business and security records, to meet legal or regulatory obligations, or to resolve disputes. Clinical information maintained as part of a patient record is subject to the record-retention requirements applicable to the practice and is addressed through the practice's patient privacy and records policies.

15. Your Choices

Depending on the circumstances and applicable law, you may contact Skin Time to update contact information, ask questions about information collected through the website, or request that optional marketing communications stop. Requests concerning protected health information are handled under the Notice of Privacy Practices and applicable law.

16. Social Media and Public Communications

Skin Time may maintain public social media accounts or other communication channels. Information you voluntarily post in a public forum may be visible to others. Please do not post a child's clinical photographs or private health information in public comments or social media messages when a secure patient communication method is available.

17. Changes to This Policy

Skin Time may update this Website Privacy Policy when its website, services, technology, or applicable legal requirements change. The revised Policy will be posted on the website with an updated Last Updated date. The version posted on the website is the current version.

18. Contact Us

Questions about this Website Privacy Policy may be directed to:

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19. Relationship to Other Privacy Documents

This Website Privacy Policy addresses information collected through the Skin Time website and related online interactions. Skin Time's Notice of Privacy Practices addresses protected health information maintained in connection with patient care and explains patient privacy rights under HIPAA. These documents serve different purposes and should be read together when applicable.