**RxCosmetics Privacy Policy**

**Effective Date: August 05, 2025**

At RxCosmetics Aesthetic Clinic, located in Ontario, Canada, we are dedicated to protecting the privacy and security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your data when you engage with our services, including our website (www.rxcosmetics.ca), aesthetic treatments (e.g., Botox, fillers, laser therapies), and virtual or in-person consultations. We comply with the Personal Information Protection and Electronic Documents Act (PIPEDA) and Ontario’s Personal Health Information Protection Act (PHIPA).

**1. Information We Collect**

To provide personalized aesthetic treatments and ensure client safety, we collect:

* **Personal Information**: Name, email address, phone number, mailing address, date of birth, and other identifiers provided during bookings or consultations.
* **Health Information**: Medical history, skin conditions, allergies, treatment goals, and outcomes shared during consultations or follow-ups to ensure safe, tailored aesthetic care.
* **Website Usage Data**: IP address, browser type, device information, pages visited, and interactions collected via cookies and analytics tools.
* **Payment Information**: Billing details (e.g., credit card numbers) processed securely through third-party payment providers.

**2. How We Collect Information**

* **Directly from You**: Through intake forms, website submissions, during consultations (virtual or in-person), or via email/phone communications.
* **Automatically**: Via cookies, web beacons, and analytics tools (e.g., Google Analytics) when you visit our website.
* **From Third Parties**: Referrals from healthcare providers or lab results (e.g., for skin sensitivity testing), with your consent.

**3. How We Use Your Information**

We use your information to deliver high-quality aesthetic services, including:

* Scheduling and providing consultations, treatments, and follow-up appointments.
* Developing personalized treatment plans based on your aesthetic goals and medical history.
* Communicating appointment reminders, treatment aftercare, or promotional offers (with your consent).
* Processing payments securely through trusted third-party providers.
* Analyzing website usage to improve user experience and services.
* Complying with legal obligations, such as record-keeping under Ontario health regulations.

**4. How We Share Your Information**

We do not sell or rent your personal information. We may share your data only in the following cases:

* **With Your Consent**: For example, sharing treatment details with a referred dermatologist.
* **Service Providers**: With trusted third parties (e.g., payment processors, telehealth platforms, or analytics providers) who are contractually obligated to protect your data and comply with privacy laws.
* **Legal Requirements**: To comply with Canadian or Ontario laws, court orders, or to protect the safety of RxCosmetics, our clients, or the public.
* **De-Identified Data**: Aggregated, anonymized data may be used for research or to improve aesthetic services.

**5. Data Security**

We implement stringent security measures to protect your information, including:

* Encryption of sensitive data (e.g., health records, payment details) during transmission and storage.
* Secure servers and restricted access controls to prevent unauthorized access.
* Regular audits to ensure compliance with PIPEDA and PHIPA.
* Use of PHIPA-compliant platforms for virtual consultations.

While we strive to protect your data, no system is completely secure, and we cannot guarantee absolute security.

**6. Your Rights and Choices**

Under PIPEDA and PHIPA, you have the right to:

* **Access**: Request a copy of your personal or health information.
* **Correct**: Update inaccurate or incomplete data.
* **Withdraw Consent**: Opt out of non-essential data uses (e.g., marketing communications) at any time.
* **Delete**: Request deletion of your data, subject to legal retention requirements (e.g., health records must be retained for 10 years under Ontario law).

To exercise these rights, contact our Privacy Officer at privacy@rxcosmetics.ca. We will respond within 30 days, as required by law.

**7. Cookies and Tracking**

Our website uses cookies to enhance functionality and user experience. You can manage cookie preferences via your browser or our cookie consent tool. Disabling cookies may limit certain website features.

**8. Third-Party Links**

Our website may include links to external sites (e.g., product suppliers). We are not responsible for their privacy practices. Please review their policies before sharing information.

**9. Retention of Information**

We retain personal and health information only as long as necessary to fulfill the purposes outlined in this policy or as required by Ontario law (e.g., health records are retained for a minimum of 10 years after the last interaction).

**10. International Data Transfers**

Your data is primarily stored and processed in Canada. If transferred internationally (e.g., to secure cloud servers), we ensure compliance with PIPEDA, PHIPA, and equivalent privacy standards.

**11. Updates to This Policy**

We may update this Privacy Policy to reflect changes in our practices or legal requirements. Clients will be notified via email or a website notice. The updated policy will take effect as of the revised date.

**12. Contact Us**

For questions, concerns, or to exercise your rights, contact our Privacy Officer:

**Email**: info@rxcosmetics.ca
**Phone**: 1-705-934-4792
**Address**: RxCosmetics Aesthetic Clinic, 11 Adelaide St. N, Lindsay, ON K9V 3M7

We are committed to addressing your concerns promptly and in compliance with Canadian privacy laws.