

Privacy Policy

Effective date: November 1, 2026

Scope

Aesthetic Dermatology and Surgery Clinique DBA West End Dermatology Associates ("Practice," "we," "us," or "our") respects your privacy. This Privacy Policy describes how we collect, use, disclose, and safeguard personal information through our website, <https://www.betterfaces.com>, online forms, and text messaging programs. Protected health information is also subject to our HIPAA Notice of Privacy Practices and applicable federal and Virginia law. This Policy supplements that Notice and does not limit rights or protections provided by law. Using our website does not constitute authorization to use or disclose protected health information.

Information We Collect

Depending on how you interact with us, we may collect:

- Contact information, including your name, telephone number, and email address.
- Information you voluntarily submit through appointment requests, contact forms, or other communications.
- Text messaging preferences, consent records, opt-out requests, and message history.
- Technical information collected through website hosting and security services, such as IP address, browser type, device information, access times, and pages requested.

Please do not submit diagnoses, photographs, insurance information, or other sensitive medical information through ordinary website forms or text messages unless we specifically direct you to an approved secure method.

How We Use Information

We use information, as permitted by law, to respond to inquiries; process appointment requests; communicate about scheduling; provide requested services; maintain website functionality and security; document communication preferences; and satisfy legal obligations.

We send promotional text messages only to individuals who separately consent to receive them. Consent to appointment reminders does not constitute consent to promotional messages.

We will obtain a separate HIPAA authorization when required before using or disclosing protected health information for marketing.

Disclosure of Information

We may disclose information to service providers that perform functions on our behalf, such as website hosting, appointment scheduling, communications delivery, and information security. These disclosures are limited to information reasonably necessary for the permitted purpose and are subject to applicable contractual and legal safeguards, including business associate agreements when required.

We may also disclose information when required or otherwise permitted by applicable law, subject to protections applicable to health information.

We do not sell personal information. We do not share mobile telephone numbers or SMS opt-in information with third parties or affiliates for their own marketing or promotional purposes. SMS consent records are not transferred to another business for that business's independent marketing. We may disclose this information to providers supporting our messaging program solely to operate the program on our behalf, or when legally required.

Cookies and Other Website Technologies

Our website may use cookies and similar technologies for functionality, security, preferences, and, where enabled, usage measurement. Depending on enabled features, information may include IP addresses, device and browser details, pages requested, and website interactions. Service providers may process this information on our behalf for the purposes in this Policy. We obtain consent when required for optional technologies. We do not permit tracking technologies to use or disclose protected health information for advertising without a lawful basis and any required HIPAA authorization.

Browser settings may allow you to limit certain cookies. Disabling cookies may affect website functionality. Cookie preferences do not constitute HIPAA authorization to disclose protected health information.

Text Messaging Privacy

If you enroll in our text messaging programs, we use your mobile number, messaging preferences, and consent records to deliver the messages you selected and administer the program.

Ordinary SMS messages may not be encrypted and may be visible to someone with access to your device, account, or notification previews. Contact us to request another communication method or discuss confidential communication preferences.

Security and Retention

We use reasonable administrative, technical, and physical safeguards appropriate to the information we maintain. No electronic transmission or storage system can be guaranteed completely secure.

We retain information for the purposes described in this Policy and as necessary to comply with applicable recordkeeping requirements, document consent, honor opt-out requests, resolve disputes, and protect legal rights. We provide notices of qualifying security incidents as required by law.

Your Choices and Requests

You may contact us to update contact information, change communication preferences, or submit a privacy-related request. We may verify your identity before responding.

Requests concerning medical records and protected health information are governed by applicable law and our **HIPAA Notice of Privacy Practices**. This Policy does not restrict those rights or create an unrestricted right to delete medical records that we must retain.

You may decline promotional messages without affecting your eligibility for care. To stop text messages, reply STOP or UNSUBSCRIBE, or call (804) 270-6100.

Communication preferences recorded in your patient intake paperwork apply to our contact with you. You may update those preferences by contacting us. SMS opt-out requests do not require a written form. Naming an emergency contact does not by itself authorize disclosure of medical information.

Third-Party Websites

Our website may link to third-party websites or services. Their privacy practices are governed by their own notices. Please review those notices before providing information.

Changes

We may revise this Policy by posting an updated version and effective date. Changes do not expand existing SMS consent or substitute for any authorization required by law. We will provide additional notice or obtain consent when required.

Contact

For privacy questions, requests, or complaints, contact:

West End Dermatology Associates

Attention: Office Manager

3811 Gaskins Road

Richmond, VA 23233

Telephone: (804) 270-6100

Email: Dermatology@westendderm.com

For information about medical privacy rights and complaints, please see our [HIPAA Notice of Privacy Practices](#), available through our website or upon request.

Aesthetic Dermatology and Surgery Clinique DBA West End Dermatology Associates. Effective November 1, 2026. Questions: Office Manager, 3811 Gaskins Road, Richmond, VA 23233, (804) 270-6100, Dermatology@westendderm.com.