

PRIVACY POLICY

Welcome to Novella Form & Facial. We are committed to protecting the privacy and security of our clients' information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, use our services, or interact with us, including but not limited to any other media form, media channel, mobile website, or mobile application related or connected thereto. Compliance with the Health Insurance Portability and Accountability Act (HIPAA) and other applicable privacy laws is foundational to our operations.

Information Collection

Protected Health Information (PHI):

- We collect PHI such as personal health details during consultations or treatments, which may include medical history, treatment plans, and health conditions. We handle this information in strict compliance with HIPAA regulations.

Personal and Technical Information:

- Identification Data: Name, address, email address, telephone number, age, and gender.
- Technical Data: IP address, browser type, operating system, access times, pages visited, and cookies to enhance site navigation and usage analysis.

Financial Data:

- Payment information is collected to process transactions but is not stored by us; it is directly transmitted to our highly secure payment processors.

Use of Information

We use the information we collect to:

- Provide, operate, and maintain our services.
- Improve, personalize, and expand our services.
- Understand and analyze how you use our services.
- Develop new products, services, features, and functionality.
- Communicate with you for customer service, to provide updates, and for marketing and promotional purposes.
- Send you emails and other communications.
- Detect and prevent fraud.
- Comply with legal obligations.

Disclosure of Information

Your information may be disclosed:

- As needed for treatment, payment, or healthcare operations under HIPAA.
- To service providers and business partners who have agreed to confidentiality terms and are compliant with HIPAA.
- When required by law, such as to comply with a subpoena or other legal requests.

Third-Party Services

Our website may link to other third-party websites not operated by us. This Privacy Policy does not apply to third-party websites, and we are not responsible for their content or their privacy practices.

Information Security

We implement robust security measures to protect your information, with special attention to PHI. These include encrypted communications, secured networks, and regular compliance audits.

Your Rights

Under HIPAA, you have the right to:

- Access and obtain a copy of your PHI.
- Amend your PHI as necessary.
- Request confidentiality in communications.
- Obtain an accounting of certain disclosures of your PHI.

Contact Us

For any questions or concerns about our privacy practices, or to exercise your rights under HIPAA, please contact us at: yourstory@experiencenovella.com or 901-NOV-ELLA.

We reserve the right to make changes to this Privacy Policy at any time. Such changes will be posted on this page with an updated revision date.

This Privacy Policy ensures that Novella Form & Facial transparently communicates its practices and compliance with all relevant regulations to safeguard both personal and health information.

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