



PREMIER DERMATOLOGY

MEDICAL • SURGICAL • COSMETIC

NOTICE: Do not use this website for medical emergency services. Call 911.

About

Welcome to the website (“Website”) of Premier Dermatology, PLLC (“Premier Dermatology, PLLC”, “Practice”, “we”, “us”, “our”).

Please read this Privacy Policy (“Policy”) carefully before using this website. By using the Website, you (“User”) automatically accept the privacy practices of the Website. If you do not agree to this Privacy Policy, do not use this website. This privacy policy describes what information Premier Dermatology, PLLC collects, processes, and may share when you visit and interact with this website.

Changes to This Policy

We reserve the right to change and update this Privacy Policy at any time and, when we do so, we will post a revised Policy with an effective date. You should periodically review this Policy on the Website to see if there have been any changes. If you object to the changed Policy, discontinue using this Website and any services it provides. Your continued use of our Website following the effective date means that you have consented to the revised Policy, as updated.

Information Collected

Website Usage. Through our website hosting company, certain information about the Internet connection used to access this Website **may** be automatically collected whenever you visit this website and its resources:

- IP address and Internet domain
- date and time
- which pages viewed
- make and type of web browser
- web traffic data
- internet location data
- webserver logs

Premier Dermatology, PLLC may study this connection information, in aggregate, to help improve the Website’s speed or page design. We **do not** use this information in an attempt to identify individual users.

Contact/Appointment Request Form. We have a contact form on this website, so we currently collect whatever text a user may enter in such a form, including text in the Name, Email, Phone fields.

Linked Portals. Pages on this Website may link to third-party web-based portals in order to provide valuable, convenient online services to our **patients**. This Website Privacy Policy **does not** apply to these portals. These portals have their own terms of use, privacy policy, security policy that Users must adhere to in order to use these portals.

Cookies, Tracking Technology

This Website may use cookies to remember your web browser's connection to the Website.

Definition, Types, and Examples of Uses. A cookie is small piece of data sent to a visitor's web browser by a website during a browsing session and stored on the user's computer/computing device. A "session cookie" disappears after the user closes their web browser. A "persistent cookie" remains after the user exits the web browser and may be accessed every time the user visits the website. In general, a cookie allows a website to recognize the user as the user navigates the website in order to (a) track what pages a user visits; (b) remember that a user has logged into a secure area of the website; (c) personalize website content based on user's preferences and remember those preferences for future visits; (d) customize the behavior of the website for the user's particular web browser or operating system, (e) store items in the user's online shopping cart; (f) aggregate statistics about web browsing usage.

Cookies Used by This Website. Premier Dermatology, PLLC Website currently uses a temporary session cookie to track visits. No sensitive information, no user preferences, no statistics are gathered or stored by any cookie. This Website does not track users across time or across websites.

Warning about Disabling Cookies. If you disable cookies in the customization settings of your web browser, this Website may not function properly, and the **portals will not function**.

Email

How We Use Your Information

Premier Dermatology, PLLC uses the information it collects and stores to

- deliver services in the best possible manner;
- analyze how this Website is performing, how users are navigating the Website
- monitor for malicious internet activity against this Website

Sharing of Information

We may share information with governmental agencies, law enforcement, courts, companies assisting us in fraud prevention or investigation when

- permitted or required by law;
- trying to protect against or prevent actual or potential fraud or unauthorized transactions;
- investigating past fraud.

Premier Dermatology, PLLC will **not** sell, trade or rent any personally identifying information we may collect on this web site to any marketing or advertising business.

Security

Premier Dermatology, PLLC is committed to protecting your privacy and securing your information. However, information technology is constantly changing, previously-unknown vulnerabilities in software and hardware are always being discovered, the electronic transmission of data by internet and websites and email cannot be guaranteed completely secure. **Therefore, users should communicate with this Website and by email at their own risk.** For any personal information Premier Dermatology, PLLC collects from this Website, we will protect and secure using reasonable safeguards consistent with applicable legal requirements and prevailing information security standards.

Credit Card Privacy

Premier Dermatology, PLLC will safeguard the confidentiality of the information we obtain from you. We will use this information only for business purposes. The credit card information provided by you to Premier Dermatology, PLLC will be stored in a confidential manner. Our employees may access such information only when there is an appropriate business reason to do so. We maintain physical, electronic and procedural safeguards to protect your information. Premier Dermatology, PLLC through our third party payment provider, Bank of America Merchant Services, uses Secure Socket Layer (SSL) protocol to ensure transaction security. It encrypts all of your personal information, including credit card number, name and address, so that it cannot be read over the Internet. It is the industry standard and among the best software available today for secure commerce transactions.

HIPAA Patient Privacy Policy

Please download and view the HIPAA Patient Privacy Policy from the patient form link of this Website to understand how your medical information is protected and used when you are patient at Premier Dermatology, PLLC.

Work in Progress

As Premier Dermatology, PLLC looks to modernize this Website and add features, this Website Privacy Policy remains a work-in-progress. Please contact the Privacy Officer if you any questions or concerns or need explanation.

Contact

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