

HIPAA Notice of Privacy Practices

Brickell Cosmetic Center

Operated by Brickell Skin Care Corp

2730 SW 3rd Ave #100

Miami, FL 33129

Website: www.brickellcosmetic.com

Effective Date: May 11, 2026

This Notice of Privacy Practices describes how medical information about you may be used and disclosed and how you may access this information. Please review it carefully.

Brickell Cosmetic Center, operated by Brickell Skin Care Corp, is committed to protecting the privacy and security of your health information. This Notice applies to health information created, received, maintained, or transmitted by Brickell Cosmetic Center in connection with dermatology, aesthetic, skincare, wellness, consultation, treatment, billing, and healthcare operations.

Florida dermatology and medical practices commonly maintain separate HIPAA Notices of Privacy Practices in addition to general website privacy policies.

1. Our Legal Duties

We are required by applicable law to:

1. Maintain the privacy of your Protected Health Information, also called PHI.
2. Provide you with this Notice describing our legal duties and privacy practices.
3. Follow the terms of the Notice currently in effect.
4. Notify you if a breach occurs that may have compromised the privacy or security of your PHI, as required by law.
5. Avoid using or disclosing your PHI except as permitted or required by law or as authorized by you in writing.

2. What Is Protected Health Information?

Protected Health Information, or PHI, is individually identifiable health information that relates to:

- Your past, present, or future health condition
- Healthcare services provided to you
- Payment for healthcare services
- Treatment records

- Medical history
- Dermatology records
- Aesthetic treatment records
- Clinical photographs, when part of your medical record
- Billing information
- Insurance information
- Lab, pathology, or procedure-related information
- Prescription or skincare recommendations when documented in your record

PHI may be in paper, electronic, verbal, photographic, or other formats.

3. How We May Use and Disclose Your Health Information

A. Treatment

We may use and disclose your PHI to provide, coordinate, or manage your care.

Examples include:

- Reviewing your medical history before treatment
- Documenting dermatology or aesthetic services
- Communicating between providers and staff involved in your care
- Referring you to another healthcare provider
- Sending prescriptions or treatment-related information
- Reviewing before-and-after photos for treatment planning
- Following up after a procedure or treatment

B. Payment

We may use and disclose your PHI to bill and collect payment for services.

Examples include:

- Submitting claims to insurance companies
- Confirming eligibility or benefits
- Processing patient balances
- Sending statements or payment reminders
- Communicating with financing or payment processors when applicable
- Responding to insurance audits or payment reviews

C. Healthcare Operations

We may use and disclose your PHI for business and healthcare operations.

Examples include:

- Quality assurance
- Staff training
- Compliance review
- Credentialing
- Audits
- Legal review
- Insurance review
- Risk management
- Business planning
- Patient satisfaction and service improvement
- Internal treatment documentation review

4. Appointment Reminders and Communications

We may use your information to contact you about:

- Appointment confirmations
- Appointment reminders
- Schedule changes
- Follow-up care
- Treatment instructions
- Lab, pathology, or clinical results when applicable
- Billing questions
- Office updates

We may contact you by phone, voicemail, text message, email, patient communication platform, or mail, unless you request a reasonable alternative communication method.

5. Text Messages, Email, and Electronic Communications

Brickell Cosmetic Center may use communication platforms such as Weave, Mindbody, email, phone, and SMS/text messaging to communicate with patients and clients.

Electronic communications may involve risks, including unauthorized access or disclosure. We will take reasonable steps to protect your information, but no electronic communication method is completely secure.

By providing your phone number or email, you authorize us to communicate with you using those contact methods for treatment, payment, healthcare operations, appointment-related matters, and other permitted purposes.

Marketing text messages require appropriate consent and may be opted out of separately.

6. Treatment Photos and Images

Brickell Cosmetic Center may take clinical photographs or images for treatment planning, documentation, comparison, medical recordkeeping, education, quality review, or follow-up purposes.

Clinical photographs that identify you and are maintained as part of your treatment record may be considered PHI.

We will not use identifiable patient photographs for external marketing, website, social media, advertising, or promotional purposes without appropriate written authorization or consent, unless otherwise permitted by law.

7. Uses and Disclosures That Do Not Require Your Written Authorization

We may use or disclose your PHI without written authorization when permitted or required by law, including for:

1. Treatment
2. Payment
3. Healthcare operations
4. Public health activities
5. Reporting abuse, neglect, or domestic violence when required or permitted by law
6. Health oversight activities
7. Lawsuits and legal proceedings
8. Law enforcement purposes when permitted by law
9. Coroners, medical examiners, and funeral directors when applicable
10. Organ, eye, or tissue donation organizations when applicable
11. Research under specific legal requirements
12. Serious threats to health or safety
13. Workers' compensation when applicable
14. Compliance with federal, state, or local law

8. Uses and Disclosures Requiring Written Authorization

We generally need your written authorization before using or disclosing PHI for:

- Marketing purposes involving PHI, unless an exception applies
- Sale of PHI
- Use of identifiable patient images for advertising or promotional purposes
- Certain disclosures of psychotherapy notes, if applicable
- Any other use or disclosure not permitted by this Notice or applicable law

You may revoke your authorization in writing at any time. The revocation will not apply to actions already taken based on your prior authorization.

9. Your Rights Regarding Your Health Information

You have certain rights regarding your PHI.

A. Right to Inspect and Obtain a Copy

You have the right to inspect or request a copy of certain health information maintained about you.

We may charge a reasonable, cost-based fee when permitted by law.

B. Right to Request an Amendment

You may request that we amend health information you believe is incorrect or incomplete.

We may deny the request in certain circumstances, but we will provide an explanation if we do.

C. Right to Request Confidential Communications

You may request that we contact you in a specific way or at a specific location.

We will accommodate reasonable requests when possible.

D. Right to Request Restrictions

You may request restrictions on certain uses or disclosures of your PHI.

We are not required to agree to all requested restrictions, except where required by law.

E. Right to an Accounting of Disclosures

You may request a list of certain disclosures we made of your PHI.

This accounting does not include disclosures for treatment, payment, healthcare operations, or disclosures you authorized, unless otherwise required by law.

F. Right to Receive a Paper Copy

You may request a paper copy of this Notice at any time, even if you agreed to receive it electronically.

G. Right to Be Notified of a Breach

You have the right to be notified if a breach occurs involving your unsecured PHI, when notification is required by law.

10. Minors

Brickell Cosmetic Center may provide services to patients age 13 and older, subject to applicable law, parental or guardian consent requirements, provider discretion, and office policy.

Parents or legal guardians may generally have access to a minor's health information when permitted by law. However, certain information may be handled differently if federal or Florida law gives the minor specific confidentiality rights.

11. Personal Representatives

We may disclose PHI to a person legally authorized to act on your behalf, such as a parent, guardian, healthcare surrogate, personal representative, or person with valid legal authority.

We may request documentation before recognizing a person as your authorized representative.

12. Disclosures to Family Members or Others Involved in Your Care

Unless you object, we may disclose limited relevant information to a family member, friend, caregiver, or other person involved in your care or payment for your care when appropriate and permitted by law.

We may use professional judgment to determine whether disclosure is in your best interest.

13. Business Associates

We may share PHI with third-party vendors or service providers known as business associates when they perform services for us involving PHI.

Business associates may include billing companies, IT providers, communication platforms, consultants, cloud storage providers, legal advisors, accounting professionals, or compliance vendors.

Business associates are required to protect PHI according to HIPAA requirements and applicable agreements.

14. Medical, Aesthetic, and Website Information

Information on our website, social media, emails, blogs, or educational materials is for general informational purposes only and is not a substitute for professional medical advice, diagnosis, or treatment.

Submitting a form through the website does not automatically create a patient-provider relationship.

For medical emergencies, call 911 or seek emergency medical care.

15. Changes to This Notice

We reserve the right to change this Notice at any time. Any revised Notice will apply to PHI we already maintain as well as information we receive in the future.

The current Notice will be available upon request and may be posted on our website.

16. Complaints

If you believe your privacy rights have been violated, you may file a complaint with Brickell Cosmetic Center or with the U.S. Department of Health and Human Services.

You will not be retaliated against for filing a complaint.

To file a complaint with Brickell Cosmetic Center, contact:

Brickell Cosmetic Center
Operated by Brickell Skin Care Corp
2730 SW 3rd Ave #100
Miami, FL 33129
Website: www.brickellcosmetic.com
Email: beauty@brickellcosmetic.com
Phone: 305.456.6001

17. Contact for Questions

For questions about this Notice or your privacy rights, please contact:

Privacy Officer / Compliance Contact
Brickell Cosmetic Center
Operated by Brickell Skin Care Corp
2730 SW 3rd Ave #100
Miami, FL 33129

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