

Privacy Policy

Brickell Cosmetic Center

Operated by Brickell Skin Care Corp

Website: www.brickellcosmetic.com

Address: 2730 SW 3rd Ave #100, Miami, FL 33129

Effective Date: May 11, 2026

Brickell Cosmetic Center, operated by Brickell Skin Care Corp, values your privacy and is committed to protecting the personal information you provide when visiting our website, requesting appointments, purchasing products or services, opting into communications, or interacting with our online platforms. This Privacy Policy applies solely to information collected through this website and related online services.

This Privacy Policy explains how we collect, use, disclose, retain, and safeguard your information. Because Brickell Cosmetic Center provides dermatology, aesthetic, skincare, wellness, and related services in Florida, certain information may also be subject to healthcare privacy laws, including HIPAA, when applicable. Medical aesthetic providers may collect and store Protected Health Information in connection with care and must protect such information appropriately.

1. Information We Collect

We may collect personal information that you voluntarily provide to us, including your name, phone number, email address, mailing address, appointment preferences, service interests, purchase information, and any details submitted through forms, booking tools, text-message opt-ins, email signups, or online purchase features.

We may collect appointment request information, including requested service, preferred appointment date and time, provider preference, contact information, and general reason for visit. Brickell Cosmetic Center does not collect medical intake forms directly through the website at this time.

We may display before-and-after photographs on the website for educational, informational, and marketing purposes. We do not collect before-and-after photos directly through the website. Any patient images used by Brickell Cosmetic Center should be supported by appropriate written authorization or consent when required.

We may collect SMS/text messaging information when you opt in to receive text messages, including your name, phone number, consent status, message history, opt-in records, and opt-out records.

We may collect email marketing information when you subscribe to receive emails, offers, newsletters, event announcements, product information, or educational content.

If online purchases are available, we may collect billing details, order information, transaction records, purchased products or services, payment confirmation details, and related purchase history. We do not intend to store full credit card numbers directly on our website.

We may automatically collect usage data when you visit our website, including IP address, browser type, device type, operating system, pages visited, time spent on the website, referring website, general location derived from IP address, click behavior, cookie identifiers, advertising identifiers, and analytics data.

2. How We Use Your Information

We may use your information to:

1. Respond to appointment requests
2. Schedule, confirm, modify, or cancel appointments
3. Communicate with you by phone, email, SMS, or other electronic methods
4. Send appointment reminders and follow-up communications
5. Provide customer service
6. Process online purchases, payments, credits, refunds, or account balances
7. Provide access to financing options
8. Send promotional offers, newsletters, service announcements, and marketing communications
9. Improve website functionality and user experience
10. Analyze website traffic and performance
11. Run advertising and retargeting campaigns
12. Measure marketing effectiveness
13. Maintain internal business records
14. Comply with legal, regulatory, tax, billing, insurance, healthcare, and compliance obligations
15. Detect fraud, unauthorized activity, misuse, or security threats
16. Protect the rights, safety, and property of Brickell Cosmetic Center, its patients, clients, employees, providers, and website users

3. Third-Party Platforms and Service Providers

Brickell Cosmetic Center may use third-party platforms and service providers to operate its website and business. These may include, but are not limited to:

- Mindbody for scheduling, booking, purchases, and client management
<https://www.mindbodyonline.com/company/legal/privacy-policy>
- Weave for phone, SMS, appointment communications, and client engagement
<https://www.getweave.com/legal/privacy/>

- Google Analytics for website analytics <https://policies.google.com/privacy?hl=en>
- Meta Pixel for advertising, retargeting, and campaign measurement <https://www.facebook.com/privacy/policy>
- Cherry for financing options <https://withcherry.com/privacy>
- CareCredit for financing options <https://www.carecredit.com/onlineprivacy/>

These third parties may process personal information as needed to provide services to us. Their use of information may also be governed by their own privacy policies.

4. Cookies and Tracking Technologies

Our website may use cookies, pixels, tags, scripts, web beacons, and similar technologies to operate the website, improve functionality, remember preferences, analyze website traffic, measure advertising performance, and support retargeting.

We may use essential cookies, functionality cookies, analytics cookies, and advertising cookies. You may disable cookies through your browser settings; however, some website features may not work properly if cookies are disabled.

5. Google Analytics, Meta Pixel, Advertising, and Retargeting

Brickell Cosmetic Center uses Google Analytics and Meta Pixel. These tools may collect website activity, browser data, device identifiers, pages visited, clicks, interactions with advertisements, and other online activity data.

We may use this information to measure website traffic, understand user behavior, improve marketing campaigns, deliver retargeting advertisements, and measure conversions.

You may manage advertising preferences through your browser settings, device settings, Google advertising settings, and Meta/Facebook advertising settings.

6. SMS/Text Messaging Terms

By providing your phone number and opting into SMS communications from Brickell Cosmetic Center, you agree to receive text messages, which may include appointment confirmations, appointment reminders, scheduling updates, follow-up messages, account-related messages, transaction-related messages, promotional offers, service updates, and event announcements.

Message frequency may vary. Message and data rates may apply. You may opt out at any time by replying **STOP**. You may request assistance by replying **HELP** or contacting our office.

Consent to receive marketing text messages is not required as a condition of purchasing products, receiving treatment, or booking services.

SMS opt-in information and phone numbers collected for SMS purposes will not be sold or shared with third parties for their unrelated marketing purposes.

7. Email Marketing

If you subscribe to our email communications, we may send promotional offers, product information, service updates, skincare education, event announcements, treatment-related content, and practice news.

You may unsubscribe from marketing emails at any time by clicking the unsubscribe link in the email or contacting our office. Even if you unsubscribe from marketing emails, we may still send transactional, appointment-related, or account-related communications when necessary.

8. HIPAA and Protected Health Information

Brickell Cosmetic Center may collect or maintain health-related information when providing consultations, dermatology services, aesthetic treatments, skincare services, follow-up care, treatment documentation, billing, or healthcare operations.

When information qualifies as Protected Health Information under HIPAA, it will be handled according to applicable HIPAA requirements and Brickell Cosmetic Center's HIPAA Notice of Privacy Practices. This Privacy Policy is intended to explain general website privacy practices and does not replace the HIPAA Notice of Privacy Practices.

Submitting information through the website does not automatically create a patient-provider relationship. For urgent medical concerns, call the office directly or seek emergency medical care.

9. Medical and Aesthetic Disclaimer

Information on the website is provided for general informational and educational purposes only. It is not medical advice, diagnosis, or treatment.

A consultation with an appropriate licensed provider is required to determine whether a product, procedure, service, or treatment is appropriate for you.

Aesthetic results vary from person to person. Before-and-after photographs, testimonials, service descriptions, treatment information, and educational content do not guarantee specific results.

10. Minors

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

Our website is not intended for children under 13. We do not knowingly collect personal information online from children under 13 without appropriate parental or guardian consent. If a parent or guardian believes a child under 13 has submitted information through the website, they may contact us to request review or deletion.

11. Online Purchases and Payments

If online purchases are available, we may use personal information to process transactions, confirm orders, send receipts, manage credits or balances, prevent fraud, provide customer support, and maintain business records.

All purchases may be subject to separate promotional terms, refund policies, cancellation policies, package terms, membership terms, treatment eligibility requirements, and provider approval when applicable.

We may use third-party payment processors. Payment processors may collect payment card details directly. Brickell Cosmetic Center does not intend to store full payment card information directly through the website.

12. Financing Partners

Brickell Cosmetic Center may provide access to third-party financing through Cherry and CareCredit.

If you apply for financing, you may be redirected to or interact directly with the financing provider. The financing provider may collect personal, financial, identity, credit, and payment information.

Brickell Cosmetic Center is not responsible for financing approval decisions, credit terms, interest rates, payment plans, or the privacy practices of third-party financing providers. You should review each provider's privacy policy and financing terms before submitting an application.

13. How We Share Information

We may disclose personal information:

1. To service providers who help operate our website and business
2. To scheduling, communication, payment, and financing platforms

3. To analytics and advertising partners
4. To healthcare providers, staff, or authorized personnel as necessary for services, scheduling, follow-up, billing, or operations
5. To legal, insurance, accounting, compliance, or professional advisors
6. To government agencies, courts, regulators, or law enforcement when required by law or valid legal process
7. To protect safety, rights, property, or security
8. In connection with a business transaction, merger, acquisition, sale, restructuring, financing, or transfer of assets
9. With your consent or at your direction
10. As otherwise permitted or required by applicable law

14. Business Transfers

If Brickell Skin Care Corp or Brickell Cosmetic Center is involved in a merger, acquisition, sale of assets, restructuring, financing, or transfer of business operations, personal information may be transferred as part of that transaction.

We will take reasonable steps to ensure that transferred information remains subject to appropriate privacy protections.

15. Legal Disclosures

We may disclose information if we believe in good faith that disclosure is necessary to comply with applicable law, respond to subpoenas or court orders, cooperate with regulatory requests, protect our rights or property, prevent fraud or misuse, protect safety, or limit legal liability.

16. Data Retention

We retain personal information as long as reasonably necessary for the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law.

We may retain information to provide services, manage appointments, complete purchases, maintain business records, comply with medical, legal, billing, tax, insurance, and regulatory obligations, resolve disputes, enforce agreements, maintain SMS and email consent records, support fraud prevention, and comply with HIPAA or healthcare record retention requirements when applicable.

Some information may not be deleted immediately if we are legally required or permitted to retain it.

17. Security of Personal Information

We use reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, misuse, loss, disclosure, alteration, or destruction.

However, no website, email system, SMS system, payment system, or internet transmission is completely secure. We cannot guarantee absolute security.

Users should avoid submitting sensitive medical information through general website forms unless directed through an approved secure method.

18. Your Privacy Rights and Choices

Depending on applicable law and your location, you may have the right to request access to personal information, correction of inaccurate information, deletion of certain personal information, information about categories of personal information collected, information about categories of third parties with whom information is shared, opt-out of marketing emails, opt-out of SMS messages, cookie or advertising preference adjustments, and withdrawal of certain consents.

To exercise privacy rights, contact us using the information below. We may need to verify your identity before processing certain requests.

We may deny or limit a request where permitted by law, including where information must be retained for legal, medical, billing, insurance, compliance, fraud prevention, or business record purposes.

19. California Privacy Notice

Although Brickell Cosmetic Center is located in Florida, California residents may have additional rights under California consumer privacy laws.

Depending on applicability, California residents may have the right to know what categories of personal information are collected, know the purposes for collection and use, know whether information is sold or shared as defined by California law, request access to personal information, request correction of inaccurate information, request deletion of certain information, opt out of certain sharing for cross-context behavioral advertising, limit certain uses of sensitive personal information where applicable, and not be discriminated against for exercising privacy rights.

We do not sell personal information in exchange for money. However, certain advertising or analytics practices involving cookies, pixels, or advertising identifiers may be considered “sharing” or “sale” under broad state privacy definitions.

California residents may contact us to submit a privacy request.

20. Do Not Track Signals

Some browsers allow users to send “Do Not Track” signals. Our website may not respond to all Do Not Track signals because there is no uniform industry standard.

You may control certain tracking through browser settings, cookie settings, device settings, and advertising platform preferences.

21. Third-Party Links

Our website may contain links to third-party websites, including booking platforms, payment processors, financing providers, product vendors, social media platforms, advertising platforms, or educational resources.

We are not responsible for the privacy practices, content, security, or policies of third-party websites. You should review the privacy policy of any third-party website before submitting personal information.

22. International Users

Brickell Cosmetic Center operates in Florida, United States. If you access the website from outside the United States, your information may be processed in the United States, where privacy laws may differ from those in your jurisdiction.

By using the website, you understand that information may be transferred to and processed in the United States.

23. Florida Law and Venue

Brickell Skin Care Corp operates in the State of Florida.

This Privacy Policy shall be governed by applicable federal law and the laws of the State of Florida, without regard to conflict-of-law principles.

To the extent permitted by law, any dispute related to this Privacy Policy, the website, or online privacy practices shall be handled in the appropriate courts or venues located in Miami-Dade County, Florida.

24. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised effective date.

Your continued use of the website after updates are posted means you acknowledge the revised Privacy Policy.

25. Contact Information

For questions about this Privacy Policy or to submit a privacy request, contact:

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