

PRIVACY POLICY

Last Updated: 8/17/2026

This privacy policy (the “Policy”) is intended to inform you of the types of information Golden State Dermatology, LLC, DBA SkinLab Napa Valley (“we” or “us”) collects, as well as our policies and practices regarding the collection, use, and disclosure of that information through the web pages at www.skinlabnapavalley.com and any products, services, forms, or communications offered by SkinLab Napa Valley (collectively, the “Services”).

By using the Site or Services, you agree to this Privacy Policy. If you do not agree, do not use the Site or Services.

1. CONTACTING US

If you have questions about this Privacy Policy or want to request access to, correct, or delete certain information, contact us at:

SkinLab Napa Valley

1126 Adams St., Unit B

St. Helena, CA 94574

Email: skinlab@gsdermca.com

Phone: (707) 967-0800

2. WHAT INFORMATION DO WE COLLECT?

We may collect information in a variety of ways, including information you provide directly, information collected automatically, and information from third parties.

A. Information You Provide to Us

You may provide information when you:

- Fill out forms on our Site or in our systems
- Request information, schedule an appointment, or purchase products/services
- Subscribe to emails or marketing communications
- Communicate with us by phone, email, text message, chat, social media, or otherwise

This information may include (where applicable):

- Name
- Email address
- Telephone number (including mobile number)
- Postal address
- Date of birth or age range (if provided)
- Payment information (processed through third-party processors; we typically do not store full card numbers)
- Appointment details, service preferences, and communications
- Any other information you choose to provide

B. Information We Collect Automatically

When you visit our Site, we may automatically collect:

- IP address and device identifiers
- Browser type and settings
- Pages viewed, links clicked, and time spent on pages
- Referring/exit pages and URLs
- Approximate location (derived from IP address)
- Cookies and similar tracking technologies data (see Section 6)

C. Information from Third Parties

We may receive information from third parties such as:

- Analytics providers
- Advertising platforms (e.g., Meta, Google)
- Scheduling/booking platforms
- Payment processors
- CRM and communications platforms
- Social media platforms (if you interact with us there)

We use third-party information in accordance with this Privacy Policy and the third party's policies.

3. HOW DO WE USE THE INFORMATION WE COLLECT?

We may use your information to:

- Provide and deliver the Services you request
 - Schedule, confirm, and manage appointments
 - Process transactions and send receipts/administrative messages
 - Respond to inquiries and provide customer support
 - Communicate with you about your account, appointments, or services
 - Send marketing communications where permitted by law and where you have provided the required consent
 - Improve our Site, Services, and user experience
 - Monitor and analyze usage, trends, and effectiveness of communications/ads
 - Detect, prevent, and address fraud, security issues, and technical problems
 - Comply with legal obligations and enforce our rights
-

4. TEXT MESSAGING (SMS/MMS) & MOBILE INFORMATION

SkinLab Napa Valley collects and uses mobile phone numbers and related information solely to provide the SMS communications you've opted into, including appointment confirmations/reminders, treatment follow-ups, promotional offers, and customer support.

A. Information We Collect: Name, phone number, appointment details, and communication/consent preferences, gathered through website forms, online booking, in-person intake forms, or lead forms (e.g., Facebook/Instagram).

B. How We Use It: To deliver requested services, send relevant updates, and improve your customer experience. This information is never used for purposes beyond what you've consented to.

C. No Sharing of Mobile Data: We do not sell, rent, or share your mobile phone number or SMS opt-in data with any third parties or affiliates for their marketing or promotional purposes. Mobile opt-in consent and phone numbers are never shared with third-party services for the purpose of sending unrelated marketing messages. Your information may only be shared with subprocessors (e.g., our CRM/texting platform) strictly to deliver the SMS service itself.

D. Data Retention & Security: We retain your information only as long as necessary to provide services and comply with legal obligations, and we maintain reasonable safeguards to protect it from unauthorized access.

E. Your Rights: You may opt out of SMS at any time by replying STOP, and you may request access to, correction of, or deletion of your personal information by contacting us at [SUPPORT EMAIL].

5. DISCLOSURE OF YOUR INFORMATION (WHEN WE SHARE INFORMATION)

We do not sell your personal information. We may share information in the following circumstances:

A. Service Providers

We may share information with trusted vendors and service providers who help us operate our Site and Services (for example: hosting, booking/scheduling, payment processing, customer relationship management, analytics, communications, and marketing tools). These providers are permitted to use your information only to perform services for us.

B. Legal Requirements

We may disclose information if required to do so by law, subpoena, court order, or governmental request, or when we believe disclosure is necessary to protect rights, safety, or prevent fraud.

C. Business Transfers

If we are involved in a merger, acquisition, financing, reorganization, bankruptcy, or sale of business assets, information may be transferred as part of that transaction, subject to applicable law.

D. With Your Consent

We may share your information for other purposes if you give us permission.

E. Aggregated or De-Identified Information

We may share aggregated or de-identified information that cannot reasonably be used to identify you.

6. COOKIES & TRACKING TECHNOLOGIES

We use cookies and similar technologies (such as pixels and web beacons) to:

- Operate and improve the Site
- Remember preferences

- Understand how users interact with the Site
- Measure advertising and marketing effectiveness

You can control cookies through your browser settings. If you disable cookies, some features of the Site may not work properly.

Third parties (such as analytics and advertising partners) may also use cookies or similar technologies. We do not control these third-party technologies and their use is governed by their own privacy policies.

7. MARKETING COMMUNICATIONS

Email Marketing

If you subscribe or otherwise opt in to email marketing, you can unsubscribe at any time by using the unsubscribe link in our emails or contacting us at Company email.

SMS Marketing

If you opt in to marketing text messages, you can opt out at any time by replying STOP. Reply HELP for help.

8. HOW DO WE PROTECT YOUR INFORMATION?

We implement reasonable administrative, technical, and physical safeguards designed to protect your information against unauthorized access, loss, misuse, alteration, or disclosure. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

9. DATA RETENTION

We retain personal information for as long as reasonably necessary to:

- Provide Services
- Maintain business records
- Comply with legal and regulatory obligations
- Resolve disputes and enforce agreements

When we no longer need information, we will take reasonable steps to delete or de-identify it.

10. YOUR CHOICES & RIGHTS

Depending on where you live, you may have rights to:

- Request access to personal information we hold about you
- Request correction of inaccurate information
- Request deletion of certain information (subject to legal exceptions)
- Opt out of certain marketing communications

To make a request, contact us at Company email. We may need to verify your identity before processing your request.

11. THIRD-PARTY SITES

Our Site may contain links to third-party websites or services. We do not control and are not responsible for the privacy practices of third parties. Please review their privacy policies before providing information.

12. CHILDREN'S PRIVACY

Our Site and Services are not intended for children under 13 (or under 16 in certain jurisdictions), and we do not knowingly collect personal information from children. If you believe a child has provided personal information to us, contact us at Company email.

13. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. When we do, we will revise the "Last Updated" date at the top of this page. Your continued use of the Site after changes are posted means you accept the updated Privacy Policy.

14. YOUR ACCEPTANCE OF THESE TERMS

By using this Site, you signify your acceptance of this Privacy Policy. If you do not agree, please do not use our Site.
