



PRIVACY POLICY

Effective Date: July 29, 2026

Last Updated: July 29, 2026

Glow Care Esthetics

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This policy is intended for publication on the Glow Care Esthetics website and use with online forms, appointment inquiries, email communications, and text message programs.

1. Introduction and Scope

Glow Care Esthetics ("GlowCare," "we," "us," or "our") respects your privacy. This Privacy Policy explains how we collect, use, disclose, retain, and protect personal information when you visit our website, submit an online form, request or receive information about our services, book an appointment, communicate with us, or opt in to receive email or text messages.

By using our website or providing personal information to us, you acknowledge the practices described in this Privacy Policy. Your use of our clinical services may also be subject to additional forms, consents, and privacy notices.

Important distinction for medical information

This website Privacy Policy is not a substitute for any Notice of Privacy Practices that may apply to protected health information. If information is collected or maintained as part of a patient record and is protected by HIPAA or another health privacy law, the applicable Notice of Privacy Practices and healthcare privacy requirements will govern that information.

2. Information We Collect

The information we collect depends on how you interact with us. We may collect the following categories of information:

Information you provide directly

- Contact and identity information, such as your name, email address, telephone number, mailing address, date of birth, and preferred contact method.
- Appointment and inquiry information, such as requested services, treatment interests, scheduling preferences, consultation details, and messages you send to us.
- Assessment and wellness information you choose to submit, including skin concerns, aesthetic goals, treatment history, photographs, lifestyle information, or other details relevant to a consultation.
- Communications and consent records, including email subscription preferences, SMS opt-in status, the date and method of consent, message history, and opt-out requests.
- Transaction information, such as services purchased, invoices, payment status, and limited billing information. Payment card information may be processed by third-party payment providers.
- Reviews, testimonials, survey responses, promotion entries, and other content you choose to provide.

Information collected automatically

- Device and network information, such as IP address, browser type, device type, operating system, language, and approximate location derived from an IP address.
- Website activity, such as pages viewed, links clicked, referring pages, dates and times of visits, form interactions, and general navigation patterns.
- Cookie and tracking information collected through cookies, pixels, tags, local storage, analytics tools, and similar technologies.

Information from other sources

We may receive information from appointment platforms, customer relationship management providers, advertising platforms, referral partners, social media platforms, payment processors, and other service providers, subject to their privacy practices and your settings with those services.

3. How We Use Personal Information

We may use personal information for the following business and operational purposes:

- Responding to inquiries and providing requested information.
- Scheduling, confirming, rescheduling, and managing appointments or consultations.
- Providing and improving aesthetic, wellness, and related services.

- Personalizing recommendations, communications, and website experiences.
- Sending transactional, service-related, educational, promotional, and marketing communications consistent with your preferences and applicable law.
- Operating, securing, troubleshooting, measuring, and improving our website, forms, systems, and services.
- Understanding campaign performance and the effectiveness of advertising and outreach.
- Maintaining records of consent, preferences, transactions, and communications.
- Preventing fraud, abuse, security incidents, and unlawful activity.
- Complying with legal, regulatory, licensing, professional, and recordkeeping obligations.
- Establishing, exercising, or defending legal claims and protecting the rights, safety, and property of Glow Care, our clients, and others.

4. SMS and Text Message Privacy

When you provide a mobile number and affirmatively opt in, Glow Care may send text messages relating to your inquiry, appointments, services, educational information, follow-up, promotions, or special offers, depending on the consent you provided.

Consent and message terms

- Messages may be sent using an automatic telephone dialing system or other automated technology.
- Message frequency varies based on your relationship with Glow Care and the program you join.
- Message and data rates may apply.
- Consent to marketing text messages is not a condition of purchasing goods or services.
- You may opt out at any time by replying STOP or by contacting us using the information in Section 17. You may request help by replying HELP or contacting us directly.
- After an opt-out request, we may send one final message confirming that your request was processed. We may continue to send communications that are legally permitted or separately requested, such as a direct response to a new inquiry.

How mobile information is used and shared

We use mobile numbers and SMS consent records to deliver messages, manage preferences, document consent, provide support, and comply with applicable requirements. We may disclose this information to service providers that help us operate our messaging program, but only as necessary for those providers to perform services for us or as required by law.

Mobile information non-sharing commitment

Mobile information, SMS opt-in data, and text messaging consent will not be sold or shared with third parties or affiliates for their own marketing or promotional purposes. This restriction does not prevent disclosure to vendors that support message delivery, hosting, customer service, security, or legal compliance on our behalf.

5. Email Communications

We may use your email address to respond to inquiries, send appointment or service information, deliver requested resources, provide educational content, and send marketing communications when permitted. Marketing emails may include treatment information, skincare and wellness education, promotions, events, and practice updates.

You may unsubscribe from marketing emails by using the unsubscribe link included in the email or by contacting us.

Unsubscribing from marketing emails does not prevent us from sending non-marketing communications, such as appointment messages, responses to your requests, account or transaction information, safety notices, or legally required communications.

We may retain a limited suppression record after an unsubscribe request so we can honor your preference and avoid adding the address back to a marketing list.

6. Cookies, Analytics, and Advertising Technologies

Our website may use cookies and similar technologies to keep the site functioning, remember preferences, understand website use, improve performance, measure marketing campaigns, and deliver or evaluate advertising. These technologies may collect identifiers, device information, browsing activity, and interactions with pages or forms.

Types of technologies we may use

- Essential technologies required for website operation, security, form submission, and basic functionality.
- Analytics technologies that help us understand traffic, engagement, and website performance.
- Advertising and measurement technologies that help us understand whether an advertisement led to a website visit, inquiry, or other action.
- Preference technologies that remember choices, such as language or cookie selections.

You can often control cookies through browser settings or a cookie preference tool, when available. Blocking some cookies may affect website functionality. Third parties may collect information over time and across different websites according to their own privacy policies.

Do Not Track and opt-out preference signals

Because there is not a uniform industry standard for browser-based Do Not Track signals, our website may not respond to those signals. Where applicable law requires recognition of a legally valid opt-out preference signal, such as Global Privacy Control, we will process that signal in accordance with applicable requirements and the capabilities of our website systems.

7. How We Disclose Personal Information

We may disclose personal information in the following circumstances:

- Service providers and contractors. We may use vendors for website hosting, form processing, scheduling, customer relationship management, email, SMS, payment processing, analytics, advertising measurement, data storage, security, professional services, and customer support.
- Healthcare and professional operations. Information may be shared with clinicians, staff, laboratories, pharmacies, technology providers, or other parties involved in services you request, when permitted and appropriate.
- Legal and safety purposes. We may disclose information when required by law, legal process, court order, licensing requirements, or governmental request, or when reasonably necessary to protect rights, safety, and security.
- Business transactions. Information may be transferred as part of a merger, financing, acquisition, reorganization, sale of assets, or similar transaction, subject to applicable safeguards.
- With your direction or consent. We may disclose information when you ask us to or provide permission.

We do not sell personal information for monetary consideration. Certain disclosures involving advertising or analytics technologies may be treated as "sharing" for cross-context behavioral advertising under California law. To the extent applicable, California residents may request to opt out as described in Section 13.

8. Health-Related and Sensitive Information

Some forms or consultations may invite you to provide information that could be considered health-related, biometric, or otherwise sensitive. Please provide only information reasonably necessary for your inquiry or care. Do not use ordinary website forms, email, or SMS for emergencies.

If Glow Care is acting as a HIPAA covered healthcare provider and information qualifies as protected health information, that information will be handled under applicable healthcare privacy requirements and Glow Care's Notice of Privacy Practices. Website analytics, advertising data, and general consumer information may not always qualify as protected health information, but we still handle personal information according to this Privacy Policy and applicable law.

We evaluate the use of tracking technologies on pages or forms that may involve health information and seek to limit disclosures that are not necessary for website operation, communications, or services.

9. Data Retention

We retain personal information for as long as reasonably necessary for the purposes described in this Privacy Policy, including providing services, maintaining business and consent records, complying with legal or professional obligations, resolving disputes, preventing fraud, and enforcing agreements. Retention periods may vary based on the type of information, the nature of our relationship, applicable healthcare or licensing requirements, and legal limitation periods.

When information is no longer reasonably needed, we may delete, de-identify, aggregate, or securely dispose of it, subject to backup, archival, legal hold, and recordkeeping requirements.

10. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, loss, misuse, alteration, or disclosure. Safeguards may include access controls, staff training, vendor review, secure systems, authentication, encryption where appropriate, and monitoring.

No website, email, text message, database, or transmission method can be guaranteed to be completely secure. You are responsible for using appropriate caution when communicating electronically and for protecting any account credentials or devices you use to communicate with us.

11. Third-Party Websites and Services

Our website may link to third-party websites, booking tools, social media platforms, payment services, maps, or other services that we do not control. This Privacy Policy does not govern those third parties. Review their privacy policies before providing personal information.

12. Children's Privacy

Our website and marketing programs are not directed to children under 13, and we do not knowingly collect personal information online from children under 13 without appropriate authorization. If you believe a child has provided personal information to us improperly, contact us so we can evaluate and address the request.

13. California Privacy Rights

California law may provide residents with rights regarding personal information. The rights available to you depend on the law that applies to Glow Care and the information involved. Subject to applicable exceptions, these rights may include:

- The right to know or access categories and specific pieces of personal information collected about you.
- The right to request correction of inaccurate personal information.
- The right to request deletion of personal information.
- The right to opt out of the sale or sharing of personal information, where applicable.
- The right to limit certain uses or disclosures of sensitive personal information, where applicable.
- The right not to receive discriminatory treatment for exercising an applicable privacy right.

To submit a privacy request, email team@glow-care-esthetics.com or call (949) 781-0050. Please include enough information for us to identify the request and the records involved. We may need to verify your identity or authority before completing a request. An authorized agent may submit a request when permitted by law, but we may request proof of authorization and identity verification.

Certain information may be exempt from consumer privacy requests, including information maintained under healthcare privacy laws, information needed to complete a transaction or provide a requested service, and information retained to meet legal, safety, fraud-prevention, or recordkeeping obligations.

California notice at collection

At or before collection, we may collect the categories described in Section 2 for the purposes described in Section 3. We may retain each category according to the criteria in Section 9. Categories of recipients are described in Section 7. We do not sell personal information for money. Any use of advertising or analytics technologies that may constitute sharing under California law is subject to applicable opt-out rights.

14. Your Communication Choices

- Text messages: Reply STOP to opt out of the applicable SMS program, or contact us directly.
- Marketing email: Use the unsubscribe link in an email or contact us.
- Cookies: Adjust browser settings or use a cookie preference tool, if available.
- Privacy requests: Use the contact methods in Sections 13 and 17.
- Promotional mail or calls: Ask the team member contacting you to update your preference.

Preference changes may take a reasonable period to process. We may keep limited records necessary to honor your choice and may still send communications that are requested, transactional, safety-related, or legally required.

15. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in our practices, services, technology, or legal obligations. We will post the updated policy on our website and revise the "Last Updated" date. If changes are material, we may provide additional notice when appropriate. Your continued use of the website after an update means the revised policy applies to information collected after the effective date, subject to applicable law and any consent requirements.

16. Accessibility

We aim to make this Privacy Policy accessible. If you need this policy in an alternative format or need assistance understanding it, contact us using the information below.

17. Contact Us

Questions, requests, or concerns regarding this Privacy Policy or our communication practices may be directed to:

Business	Glow Care Esthetics
Address	23411 Aliso Viejo Pkwy, Suite D1, Aliso Viejo, CA 92656
Email	team@glow-care-esthetics.com
Phone	(949) 781-0050
Website	www.glowcareesthetics.com

End of Privacy Policy