A FRESH NEW ME · MEDICAL AESTHETICS & WELLNESS

Privacy Policy

Effective date: October 29, 2026

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1. Introduction

A Fresh New Me (“we,” “our,” or “us”) respects the privacy of patients, prospective patients, and website visitors. This Privacy Policy describes how information may be collected, used, shared, and protected through afreshnewme.com, business communications, and our Florida medical spa locations in Lake Mary, Port Orange, and Daytona Beach.

2. Information We Collect

Our website provides information about our medical aesthetics and wellness services. When visitors voluntarily submit a website inquiry, we may collect names, email addresses, telephone numbers, and information included in messages. Prospective patients may also contact us through Facebook, Instagram, telephone, community events, or in-person visits. Medical intake forms, health histories, treatment questionnaires, and clinical consent documents are completed in person at our facilities.

3. How We Use Information

We may use personal information to respond to inquiries, coordinate appointments, provide customer service, communicate about requested services, and maintain appropriate business records. Medical information collected during clinical visits is used for patient evaluation, treatment planning, medication management, follow-up care, and other legally permitted healthcare purposes. Promotional communications are sent only as permitted by applicable law and consent requirements.

4. Medical Information and Patient Confidentiality

We recognize the confidential nature of medical information. Patient medical records and treatment information are maintained through our clinical recordkeeping processes and made accessible to authorized personnel and service providers for legitimate purposes. Protected health information is handled under applicable privacy

requirements, including HIPAA where applicable. This website Privacy Policy is separate from any Notice of Privacy Practices required for our healthcare operations.

5. Social Media Communications

Individuals may contact us through Facebook or Instagram direct messages to ask about services or appointments. These communications are also subject to the privacy practices of those platforms. Please do not send sensitive medical histories, government identification numbers, or confidential medical records through public comments or unsecured social media messages. Clinical assessments and medical documentation are completed through our authorized in-person intake and treatment processes.

6. Payment and Financing Information

Eligible payments may be made through cash, credit or debit cards, approved payment processing services, and participating financing programs, including CareCredit, Ally Aspire, and Reva Rewards. Payment and financing information may be processed by the applicable financial service providers under their own privacy notices and terms. Information may be used for transaction processing, billing, refunds, and related business administration.

7. Third-Party Service Providers

We may work with authorized vendors supporting website operations, business communications, payment processing, scheduling, medical supplies, and clinical operations. Our medical supply and pharmacy relationships include Texas Pharmacy, Olympia Pharmacy, and Belmar Select Outsourcing, as applicable to the products and services they provide. Information is shared as necessary for authorized services, legitimate operations, or legal obligations, subject to applicable privacy protections.

8. Cookies and Website Technology

Our website and third-party services may use cookies, analytics tools, or similar technologies to support website functionality, understand visitor activity, and improve user experience. Visitors can manage certain cookie preferences through browser settings. Third-party platforms may collect information under their own privacy policies.

9. Information Security

We maintain reasonable administrative, technical, and physical safeguards appropriate to the information we handle. Access to confidential patient information is limited according to authorized responsibilities. No internet transmission or electronic storage system can be guaranteed completely secure.

10. Information Retention

Personal and patient information is retained for periods required by applicable law, medical recordkeeping obligations, and legitimate business needs. Information is disposed of or maintained in accordance with applicable retention and privacy requirements.

11. Patient Privacy Rights

Individuals may contact us about their personal information or applicable privacy rights. Depending on applicable law and circumstances, patients may have rights to request access to medical records, request corrections, obtain information about certain disclosures, or raise privacy concerns. Protected health information requests are handled under applicable healthcare privacy laws and our clinical privacy procedures.

12. Children's Privacy

Our website is not intended to collect personal information directly from children under 13 without appropriate parental or guardian involvement. Medical services involving minors are subject to applicable consent and legal requirements.

13. Geographic Availability

A Fresh New Me provides in-person medical aesthetics and wellness services at its authorized locations in Florida, United States. Services are subject to patient eligibility, appropriate medical evaluation, provider authorization, and applicable licensing requirements.

14. Changes to This Policy

We may update this Privacy Policy to reflect changes in business practices, website functionality, services, or applicable legal requirements. Updates will be published on our website with a revised effective date.

15. Contact Information

A Fresh New Me
Website: www.afreshnewme.com
Locations: Lake Mary, Port Orange, and Daytona Beach, Florida.
For privacy-related questions or requests, contact us using the business contact information published on our website.

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