

## **PRIVACY POLICY**

Ford Plastic Surgery is committed to protecting your privacy. This privacy policy sets out how Ford Plastic Surgery uses and protects any personal information that you provide or that is collected when you use Ford Plastic Surgery's services and website. Should we ask you to provide certain information by which you can be identified when using our services, then you can be assured that it will only be used in accordance with this privacy statement.

Ford Plastic Surgery may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

### **Collection and Use of Personal Information**

Personal information is any information that can be used to identify you, and may include, but is not limited to, your name, telephone number, email address, postal or other physical address, and billing information.

Personal information also includes medical information about you and your health, as well as photographs of you, and our recommended course of treatment collected in our consultation.

By using our website and providing personal information to Ford Plastic Surgery, you are giving consent to us to use your personal and protected health information for certain activities, including treatment, communication with you or someone designated by you, communication with other medical personnel, billing and payment. For example, we may use and disclose protected health information about you so that Ford Plastic Surgery and its medical professionals can treat you. We may also use and disclose protected health information about you to insurers so that we may be paid for the medical treatment we provide you.

### **Disclosure to Third Parties**

We may also use third party websites, such as <http://alphaeon.com> and <http://crisalix.com> to provide you with interactive visualization of the treatment we recommend, both during and after consultation. These websites allow you to login to a secure server to access information, including photographs, post consultation. Information collected by these websites is governed their own privacy policies and you should become familiar with their policies.

At times, Ford Plastic Surgery may also make certain personal information available to a marketing company that works with Ford Plastic Surgery to help us improve our services, and for advertising and marketing purposes.

## **Cookies and other Technologies**

Cookies are routinely used by most websites including our website. By using our website, you allow us to use the information obtained by cookies.

Cookies do not gather or store any sensitive information, such as your user name or address or any other piece of information that might personally identify you. Cookies obtain impersonal information such as your IP address, how long you visited our website, the type of device you used to browse our website, your geographical location, which pages you viewed, the source that referred you to our website, your browser type and browser version.

We use the information obtained by cookies to monitor and track visitor usage in order to gather statistics on the type of users that view our website. These statistics help us keep our site user-friendly and provide relatable information to our site users.

We also use Google Analytics, a service provided by Google that prepares reports on visitors to our website by examining the cookies used on our website. Google will not link the information collected from cookies to identify the actual website user. These statistics are never shared, sold or given to any third party and are strictly used by Ford Plastic Surgery.

*Finally, we use our cookies for Google remarketing, which allows us to advertise online using text or image ads on the Google Display Network. Remarketing is a feature that lets us reach people who have previously visited our site, and show*

## **Security Measures**

Ford Plastic Surgery is committed to protecting the personal information you share with us. To prevent unauthorized access, alteration, misuse and destruction to personal information obtained from the website, we have implemented certain physical, technological and managerial security measures. Only authorized employees of Ford Plastic Surgery are able to access and view data or information collected from our website.

## **Medical Disclaimer**

Our website is to be viewed as a source of information and education to the general public. It is not intended to be used and/or replace any form of health and medical diagnosis and/or treatment. The content on our website should never be substituted for the advice given to you by a professional healthcare provider.

In the event of a medical emergency you should contact your healthcare provider.

Our website never stores or collects any personal medical data of the site user or patients.

Under no circumstances will any surgeon, physician, nurse, or any employee of Ford Plastic Surgery be liable for any decision, choice, or action that is made due to the use of the information found on our website.

Content provided may contain errors and the information cannot be guaranteed as accurate. We are not obligated to update information found on this site.

The photos displayed on our website are intended for demonstrative purposes only. They will not represent the exact result of all patients. Results vary between patients and cannot be guaranteed.

This website is for use by a Canadian audience only.