

Privacy Policy

Effective Date: 4/6/2023

This Privacy Policy explains how Ryan S. Diederich, M.D. , P.C. (d/b/a MidAmerica Plastic Surgery as well as The Spa at MidAmerica Plastic Surgery), an Illinois professional corporation (“we”, “us”, or “our”) collects, uses, and discloses personal information about our customers, prospective customers, and visitors to our website at <https://www.midamericaplasticsurgery.com/>.

COLLECTION OF PERSONAL INFORMATION

Information collected directly from you: We may collect personal information directly from you, for example through a web form, during registration, while making a reservation, while setting up an account with us, when you contact us for customer support, at checkout, or during a similar process or transaction. Personal information we collect directly from you may include first and last name, address, email address, and phone number.

Information collected from your device: Our website may use technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device including, but is not limited to, for example, your IP address, date and time of your visit, browser and operating system information, referring website address, and other information about how you interact with the website. Our website may also use cookies and similar technologies to enhance your user experience and enable certain features such as keeping track of items you put in your shopping cart. Our email, SMS, and MMS campaigns may also use tracking technologies such as web beacons, pixels and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics.

Information collected from our partners: We may collect personal information about you from our third party partners and combine it with other information that we collect. Personal information we collect from our partners may include, but is not limited to, for example, your demographic information, shopping history, and geographic location.

USE OF PERSONAL INFORMATION

We may use information collected about you for any lawful purpose, including the following:

- To provide you with our products and services, customer service and support, and other relevant information;
- To directly market our products and services to you, including by email and text message subject to your consent;

- To provide our website to you, to optimize our website, and to directly assist with our advertising and marketing efforts;
- To comply with the law and to maintain the security of our website; or
- With your consent, or as otherwise disclosed at the time information is collected.

DISCLOSURE OF PERSONAL INFORMATION

We may share the information we collect with other parties, including the following:

- With our VoIP service provider, to send email marketing and text message communications.
- As part of a corporate sale, merger, or acquisition, or other transfer of all or part of our assets, including as part of a bankruptcy proceeding.
- If necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights or the rights of third parties, or to protect the safety or security of any person or entity.
- With your consent or as otherwise disclosed at the time of data collection or sharing. We may share information that has been de-identified or aggregated without limitation. Our website may offer interactive features, such as the ability to leave reviews, that you can use to communicate with other website visitors or to submit and post your own content. If you disclose information in one of these forums, this information can be viewed, collected, and used by others.

DIGITAL ADVERTISING & ANALYTICS

Except for those identified in the previous section, we may not share, sell, or disclose your information to any third parties.

We may work with third parties that collect data about your use of our website and other sites or apps over time for non-advertising and non-marketing purposes to improve the performance of the website and for analytics purposes.

Your web browser may allow you to block or disable cookies; however, parts of our website may not function properly if you do so.

EMAIL AND TEXT MESSAGE COMMUNICATIONS

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us. If you opt out of our email marketing, we will still send you messages related to our transactions and relationship with you, such as order

confirmations. If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions.

UPDATING YOUR INFORMATION

When you have an account with us, you may review, change, or update your contact information by logging into your account.

CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy at any time. Please review it frequently.

CONTACT INFORMATION

If you have any questions about this policy or our privacy practices, please contact us at info@midamericaplasticsurgery.com or 618-288-7855.