



## **IOMA POLICY ON WEBSITE PRIVACY**

Effective Date: 08-22-2023

### **Your Privacy Is Important To Us**

The Institute of Medical Aesthetics is located at:  
459 North Prince Street  
Lancaster, PA 17603

It is The Institute of Medical Aesthetics policy to respect your privacy regarding any information we may collect while operating our website. This Privacy Policy applies to byrnensons.com (hereinafter, "us", "we", or "byrnensons.com"). We respect your privacy and are committed to protecting personally identifiable information you may provide us through the Website. We have adopted this privacy policy ("Privacy Policy") to explain what information may be collected on our Website, how we use this information, and under what circumstances we may disclose the information to third parties. This Privacy Policy applies only to information we collect through the Website and does not apply to our collection of information from other sources.

This Privacy Policy, together with the Terms of Service posted on our Website, set forth the general rules and policies governing your use of our Website. Depending on your activities when visiting our Website, you may be required to agree to additional terms of service.

### **Website Visitors**

Like most website operators, The Institute of Medical Aesthetics collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. The Institute of Medical Aesthetics purpose in collecting non-personally identifying information is to better understand how The Institute of Medical Aesthetics visitors use its website. From time to time, The Institute of Medical Aesthetics may release non-personally-identifying information in the aggregate, e.g., by publishing a report on trends in the usage of its website.



The Institute of Medical Aesthetics also collects potentially personally identifying information like Internet Protocol (IP) addresses for logged in users and for users leaving comments on <https://byrnensons.com> blog posts. The Institute of Medical Aesthetics only discloses logged in user and commenter IP addresses under the same circumstances that it uses and discloses personally-identifying information as described below.

## **Personally-Identifying Information**

Certain visitors to The Institute of Medical Aesthetics websites choose to interact with The Institute of Medical Aesthetics in ways that require The Institute of Medical Aesthetics to gather personally-identifying information. The amount and type of information that The Institute of Medical Aesthetics gathers depend on the nature of the interaction. For example, we ask visitors who leave a comment at <https://byrnensons.com> to provide a username and email address.

## **Security**

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

## **Protection of Certain Personally-Identifying Information**

The Institute of Medical Aesthetics discloses potentially personally identifying and personally identifying information only to those of its employees, contractors, and affiliated organizations that (i) need to know that information in order to process it on The Institute of Medical Aesthetics's behalf or to provide services available at The Institute of Medical Aesthetics website, and (ii) that have agreed not to disclose it to others. Some of those employees, contractors, and affiliated organizations may be located outside of your home country; by using The Institute of Medical Aesthetics website, you consent to the transfer of such information to them. The Institute of Medical Aesthetics will not rent or sell potentially personally-identifying and personally-identifying information to anyone. Other than to its employees, contractors, and affiliated organizations, as described above, The Institute of Medical Aesthetics discloses



potentially personally-identifying and personally-identifying information only in response to a subpoena, court order, or another governmental request, or when The Institute of Medical Aesthetics believes in good faith that disclosure is reasonably necessary to protect the property or rights of The Institute of Medical Aesthetics, third parties or the public at large.

If you are a registered user of <https://byrnensons.com> and have supplied your email address, The Institute of Medical Aesthetics may occasionally send you an email to tell you about new features, solicit your feedback, or just keep you up to date with what's going on with The Institute of Medical Aesthetics and our products. We primarily use our blog to communicate this type of information, so we expect to keep this type of email to a minimum. If you send us a request (for example via a support email or via one of our feedback mechanisms), we reserve the right to publish it in order to help us clarify or respond to your request or to help us support other users. The Institute of Medical Aesthetics takes all measures reasonably necessary to protect against the unauthorized access, use, alteration, or destruction of potentially personally-identifying and personally-identifying information.

## **Aggregated Statistics**

The Institute of Medical Aesthetics may collect statistics about the behavior of visitors to its website. The Institute of Medical Aesthetics may display this information publicly or provide it to others. However, The Institute of Medical Aesthetics does not disclose your personally-identifying information.

## **Cookies**

To enrich and perfect your online experience, The Institute of Medical Aesthetics uses "Cookies", similar technologies and services provided by others to display personalized content, appropriate advertising, and store your preferences on your computer. A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. The Institute of Medical Aesthetics uses cookies to help The Institute of Medical Aesthetics identify and track visitors, their usage of <https://byrnensons.com>, and their website access preferences. The Institute of Medical Aesthetics visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using The Institute of Medical Aesthetics websites, with the



drawback that certain features of The Institute of Medical Aesthetics websites may not function properly without the aid of cookies.

By continuing to navigate our website without changing your cookie settings, you hereby acknowledge and agree to The Institute of Medical Aesthetics's use of cookies.

## **E-commerce**

Those who engage in transactions with The Institute of Medical Aesthetics – by purchasing The Institute of Medical Aesthetics services or products, are asked to provide additional information, including as necessary the personal and financial information required to process those transactions. In each case, The Institute of Medical Aesthetics collects such information only insofar as is necessary or appropriate to fulfill the purpose of the visitor's interaction with The Institute of Medical Aesthetics. The Institute of Medical Aesthetics does not disclose personally-identifying information other than as described below. And visitors can always refuse to supply personally-identifying information, with the caveat that it may prevent them from engaging in certain website-related activities.

## **Privacy Policy Changes**

Although most changes are likely to be minor, The Institute of Medical Aesthetics may change its Privacy Policy from time to time, and at The Institute of Medical Aesthetics's sole discretion. The Institute of Medical Aesthetics encourages visitors to frequently check this page for any changes to its Privacy Policy. Your continued use of this site after any change in this Privacy Policy will constitute your acceptance of such change.

## **Contact Information**

If you have any questions about our Privacy Policy, please contact us via email or phone.

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223.281.1560