

WEBSITE PRIVACY POLICY

Premier Aesthetics & Vitality Alliance (PAVA USA)

Effective date: July 15, 2026

Last updated: July 15, 2026

Website: <https://pavausa.com/>

In brief. PAVA collects information you choose to provide through our website and limited technical information about how the website is used. We use that information to respond to you, evaluate potential partnerships, operate and improve the website, and protect our business. We do not sell personal information for money.

1. Scope

This Privacy Policy explains how Premier Aesthetics & Vitality Alliance (“PAVA,” “we,” “our,” or “us”) collects, uses, discloses, and protects personal information when you visit pavausa.com, submit a website form, communicate with us about our services or partnership opportunities, use a referral or feedback feature, or otherwise interact with the website (collectively, the “Site”).

This Policy does not govern the privacy practices of PAVA’s affiliated or partner medical practices, which maintain their own websites, patient relationships, and privacy notices. It also does not replace any notice that may apply to employment applicants, employees, contractors, patients, or business contacts in another context.

2. Information We Collect

Information you provide

Depending on how you use the Site, you may provide:

- Contact information, such as your name, email address, telephone number, and message.
- Practice and business information, such as business name, number of locations, services offered, approximate gross revenue range, and other information relevant to a potential partnership, valuation, or service inquiry.
- Feedback information, including comments or suggestions about the Site.
- Referral information, such as your name and email address, another person’s name and email address, and a webpage address you ask us to share. Please provide another person’s information only if you have permission to do so.

- Professional or application information if you inquire about or apply for an opportunity through or in connection with the Site, such as employment history, qualifications, resume information, and other materials you choose to submit.
- Any other information you choose to include in a form, email, telephone call, or other communication with us.

Information collected automatically

When you use the Site, we and our service providers may automatically collect technical and usage information, including your Internet Protocol (IP) address, browser type, device type, operating system, referring and exit pages, pages viewed, dates and times of visits, approximate location derived from IP address, and interactions with Site features. We may collect this information through cookies, pixels, tags, logs, and similar technologies.

Information from other sources

We may receive information from service providers that help us operate the Site, prevent spam, analyze traffic, recruit personnel, or manage communications. We may also receive business contact information from publicly available sources, partner practices, referrals, or professional networks, where permitted by law.

3. How We Use Information

We may use personal information to:

- Respond to inquiries, requests, referrals, feedback, and other communications.
- Evaluate potential partnerships, practice valuations, business opportunities, and requests for PAVA services.
- Provide information you request and follow up about PAVA, its services, or opportunities that may interest you.
- Operate, maintain, personalize, analyze, and improve the Site, its content, and the user experience.
- Recruit and evaluate candidates and administer opportunity-related communications.
- Detect, investigate, and prevent spam, fraud, security incidents, misuse, and other harmful or unlawful activity.
- Comply with law, enforce our terms, establish or defend legal claims, and protect the rights, safety, and property of PAVA, our users, partner practices, and others.
- Carry out another purpose disclosed when the information is collected or with your direction or consent.

4. Cookies, Analytics, and Spam Prevention

The Site uses cookies and similar technologies for essential functions, security, performance measurement, and analytics. The Site currently uses Google Analytics to help us understand Site traffic

and usage. Google Analytics may collect or receive information such as IP address, device and browser information, and activity on the Site and may use cookies or similar technologies for those purposes.

The Site also uses Google reCAPTCHA to help protect forms from spam and automated abuse. reCAPTCHA may collect hardware, software, device, application, interaction, and IP-address information to determine whether activity is human. Google's handling of information is governed by Google's own privacy policy and terms.

You can control many cookies through your browser settings and, where available, a cookie preference tool on the Site. Blocking cookies may affect Site functionality. You can also learn about Google Analytics opt-out options at <https://tools.google.com/dlpage/gaoptout>. Browser-based "Do Not Track" signals are not interpreted consistently across the industry. Where required by applicable law, we honor recognized opt-out preference signals, such as Global Privacy Control, as they apply to the browser or device sending the signal.

5. How We Disclose Information

We may disclose personal information in the following circumstances:

- Service providers. To vendors that provide website hosting, form processing, analytics, security, spam prevention, communications, information technology, recruiting, professional advice, and related services on our behalf.
- PAVA affiliates and partner practices. When reasonably necessary to respond to your request, evaluate a partnership or opportunity, coordinate services, or direct your inquiry to the appropriate organization. A partner practice's use of information is subject to its own privacy practices.
- Professional advisers. To lawyers, accountants, auditors, insurers, and other advisers where reasonably necessary for their services.
- Legal and safety purposes. When we believe disclosure is required by law or legal process, or is appropriate to protect rights, safety, property, the integrity of the Site, or the public.
- Business transactions. In connection with a merger, financing, acquisition, reorganization, sale of assets, bankruptcy, or similar corporate transaction, subject to appropriate safeguards.
- At your direction or with your consent. For another purpose disclosed to you when information is collected.

PAVA does not sell personal information for money. PAVA also does not share personal information for cross-context behavioral advertising as those terms are defined by applicable U.S. state consumer privacy laws. We do not knowingly sell or share the personal information of individuals under 16.

6. Data Retention

We retain personal information only for as long as reasonably necessary for the purposes described in this Policy, including to respond to and document communications, evaluate and manage business opportunities, maintain security, comply with legal and contractual obligations, resolve disputes, and enforce agreements. Retention periods vary based on the type and sensitivity of the information, the nature of our relationship with you, legal requirements, and operational needs. We may retain deidentified or aggregated information where it can no longer reasonably identify you.

7. Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information. No website, transmission, or storage system is completely secure, and we cannot guarantee absolute security. Please do not send highly sensitive information through general website forms or ordinary email.

8. Medical and Sensitive Information

The Site is intended for general business and informational purposes and is not a patient portal or a channel for medical care. Do not submit medical records, protected health information, patient information, Social Security numbers, financial account credentials, or other highly sensitive information through the Site. If you are a patient of a partner practice, contact that practice directly using its designated patient communication channels.

9. Your Privacy Choices and Rights

You may ask us to stop non-essential promotional communications by using any unsubscribe method in the message or by contacting us. Even if you opt out of promotional messages, we may send non-promotional communications, such as replies to your requests or messages about an ongoing business relationship.

Depending on your place of residence and subject to legal exceptions, you may have rights to request access to or a copy of personal information we hold about you; request correction or deletion; obtain information about our collection, use, or disclosure practices; opt out of certain sales, sharing, targeted advertising, or profiling; limit certain uses of sensitive personal information; and appeal a decision on a request. You may also have the right not to receive discriminatory treatment for exercising a privacy right.

To submit a privacy request, email contactus@pavausa.com or call 702-324-4696. Please state that your request concerns privacy and describe the request. We may take reasonable steps to verify your identity and authority before acting. You may use an authorized agent where permitted by law; we may request proof of authorization and identity verification. If we deny a request, you may appeal by replying to our decision or using the same contact information with the word “Appeal” in the subject line.

10. Additional Notice for Certain U.S. State Residents

Some U.S. state privacy laws require additional disclosures. In the preceding 12 months, PAVA may have collected the following categories of personal information described in this Policy: identifiers; customer or business records information; commercial and professional information; Internet or other electronic network activity; approximate geolocation; communications content you direct to us; and inferences drawn from information you provide for purposes such as assessing potential partnership fit. We collect these categories from you, your device, service providers, referrals, and public or professional sources. We use and disclose them for the business purposes described above.

We may disclose these categories to the recipients described in Section 5. We do not sell personal information for money or share it for cross-context behavioral advertising. We do not use or disclose sensitive personal information for the purpose of inferring characteristics about an individual. To exercise an applicable state-law right, use the request methods in Section 9.

11. Children's Privacy

The Site is intended for adults and is not directed to children under 13. We do not knowingly collect personal information from children under 13 through the Site. If you believe a child has provided personal information to us, contact us so we can review and, where appropriate, delete it.

12. Third-Party Sites and Social Media

The Site links to partner-practice websites, social media platforms, and other third-party sites or services. PAVA does not control those third parties, and this Policy does not govern their privacy practices. Review the privacy notice of any third-party service before providing information.

13. International Visitors

PAVA is based in and operates from the United States. If you access the Site from another country, your information may be transferred to, stored in, and processed in the United States, where privacy laws may differ from those in your jurisdiction. Where required, we will use an appropriate legal basis and safeguards for such processing.

14. Changes to This Policy

We may update this Policy from time to time. We will post the updated version on the Site and revise the "Last updated" date. If changes are material, we may provide additional notice as required by law.

15. Contact Us

Questions, concerns, or privacy requests may be directed to:

Premier Aesthetics & Vitality Alliance (PAVA USA)

Email: contactus@pavausa.com

Phone: 702-324-4696

Website: <https://pavausa.com/>