

Consultation Photo & Intake Authorization

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STATUS
ATTORNEY REVIEW DRAFT

PUBLICATION / USE
BLOCKED UNTIL PRIVACY/RETENTION AND HEALTH-DATA FLOW APPROVED

Client information

Client legal name: _____

Preferred name: _____

Date of birth: _____

Appointment / consultation ID: _____

Email or account identifier: _____

1. Service-use intake authorization - required when the service needs it

I authorize Dew Theory to collect and use the intake information I submit for the limited purposes of preparing for and providing my requested aesthetic skincare consultation or treatment, evaluating nonmedical treatment suitability within lawful scope, developing cosmetic skincare recommendations, documenting the service, providing follow-up/customer support, maintaining required consent records and protecting client/business safety.

I understand the intake may include sensitive information about my skin condition and concerns, reactions or allergies, treatment history, products, prescription skincare or medications, lifestyle factors and, if the form asks and it is relevant, pregnancy- or hormone-related information.

I understand that a consumer-health-data law may provide additional rights or require separate consent depending on my residence and the service offered. Where required, Dew Theory will provide the applicable Consumer Health Data Privacy Policy and separate consent before collecting or sharing that information.

Client initials / electronic confirmation: _____

2. Service-use photograph/video authorization - required only if images are necessary

I authorize Dew Theory to collect, privately store, view and use the photographs or video I intentionally submit or that are captured for my service for the limited purposes of consultation, skin analysis within aesthetic scope, recommendation development, treatment planning/preparation, comparison of service progress when appropriate, client support and related business records.

Service-use media is **not** marketing permission. Dew Theory may not post, advertise, sell, publish or publicly display my service-use media solely because I signed this section.

Client initials / electronic confirmation: _____

3. Storage, access and service providers

Service-use intake and media should be accessible only to personnel and processors with a legitimate need to support the service. The current site describes private/tokenized access for consultation images. **[TO CONFIRM: production storage provider, access model, backup behavior, subprocessors and deletion workflow.]**

[BUSINESS DECISION REQUIRED: retention period for intake and service-use media.] The period should be no longer than reasonably necessary for the disclosed purpose, legal obligations, safety, consent evidence and legitimate recordkeeping.

4. Optional marketing/publicity authorization - not required for service

Choosing "No" to every option below must not affect eligibility for ordinary services. Each use should remain unchecked until the client affirmatively selects it.

I voluntarily authorize Dew Theory to use approved photos/video in the following channels (select all that apply):

- ☐ Dew Theory website / portfolio
- ☐ Dew Theory organic social-media accounts
- ☐ Paid digital advertising
- ☐ Printed marketing or in-studio display
- ☐ Professional education or training presentation
- ☐ Testimonial paired with my approved statement
- ☐ None - I do not authorize marketing/publicity use

For any authorized marketing use, select one:

☐

My face may be identifiable.

☐

Use only media reasonably cropped/de-identified so my identity is not apparent.

Use of my name:

☐

First name may be used.

☐

Initials only.

☐

Do not identify me by name.

I understand that information made public on websites, social media or advertising may be copied or redistributed by others beyond Dew Theory's control. Dew Theory should not materially alter a before/after image in a manner that misrepresents the result, and should disclose material incentives or connections associated with testimonials as required by law.

Optional marketing initials / electronic confirmation: _____

5. Withdrawal and revocation

I may withdraw future optional marketing/publicity permission by contacting Dew Theory through the published privacy/support channel. Withdrawal applies prospectively; it may not be possible to retrieve material already lawfully printed, distributed or independently reshared, and withdrawal does not invalidate prior lawful use.

I may also request deletion of service-use intake or media where applicable law gives that right, subject to lawful exceptions. **[BUSINESS DECISION REQUIRED: publish privacy-request contact and operational withdrawal/deletion procedure.]**

6. No sale of consumer health data

Dew Theory should not sell intake information or service-use photographs that qualify as consumer health data. Any future practice that could legally constitute a sale requires separate legal review and any written authorization required by applicable law.

7. Minors

If the client is a minor, Dew Theory must first determine whether the service is legally available at the client's age and whether parent/guardian authorization is required. A parent/legal guardian must complete the Minor Client Parent/Guardian Consent where required. Optional marketing use of a minor's identifiable image requires a separate heightened review and should not be assumed from treatment consent.

8. Acknowledgment

I have had the opportunity to review this Authorization. I understand the difference between information/media needed to provide my service and optional marketing/publicity permission. I understand I may decline optional marketing use without losing the ordinary service.

Client signature / electronic signature: _____

Date: _____

If required, parent/legal guardian name: _____

Relationship / authority: _____

Guardian signature: _____

Date: _____

Dew Theory representative: _____

Document version/hash reference: _____