



Beauty **H**ealth **A**esthetics

Privacy Policy (External Use)

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Review date; 27/11/2019

1. Who we are

Beauty Health Aesthetics is committed to ensuring the privacy and security of your personal data.

The following Privacy Policy explains what personal data we collect from you, including how and why we process the data, who we share it with and your rights and choices when it comes to your personal data.

We are a company run by qualified nurses, specialising in advanced non-surgical procedures and beauty treatments.

Beauty Health Aesthetics Ltd, company number **SC54161** is the data controller of your personal data. Our website address is: **www.beautyhealthaesthetics.co.uk**

If you have any questions about your personal data, which are not answered by this Policy, please contact our Data Protection Officer: Julia Ogilvie. Email; Julia@beautyhealthaesthetics.co.uk

2. What personal data we collect, how/why we collect and process your data

In order to manage enquiries and offer our services, we process the data collected for legitimate business interests and to enable us to access the information and provide the relevant service, if required. This is a legal requirement and is gained with the patients consent.

The information we collect is

- **Name**
- **Address**
- **Date of Birth**
- **Telephone Number**
- **Email address**
- **Medical history**
- **Photographs**
- **Videos**
- **Family history**
- **Next of kin**
- **GP details**

Where you have selected to purchase our services on credit we will also hold information such as payment history, default details and credit history.

Sensitive personal data

It would benefit you to notify us of any health condition, disability, treatment history and/or personal information relating to your private life that may impact on the services we offer.

This will allow us to take reasonable steps to accommodate your needs or requirements and to ensure safe treatment.

We will require your explicit consent to process this information, unless the processing of this data is deemed to be in your 'vital interest'. This information will be used by us to assist you and will be kept as long as it is required for this purpose.

We may collect your information when:

- You call the clinic
- You email the clinic
- You contacting the clinic through social media
- Authorised third parties

The data we generally process is not publicly available, however, we may obtain information from other third parties where you have consented for those third parties to share your data or where there is a legitimate interest to do so. For example, if you are making payment on credit and miss payments we may obtain your current address and contact details amongst other data from public records such as the Land Registry or to check information with Credit Reference Agencies to ensure we hold correct details for you.

Our use of your data will be to allow us to supply our services, ensure your contractual obligation is met and to protect your vital interests. This includes:

- Providing your treatment / operating training courses that you attend;
- Creating your medical record and history notes
- Checking your professional registration status (if you are training with us);
- Ensuring your treatment is safe;
- Making reasonable adjustments;
- Providing healthcare professionals with information about treatment where this is vital to your health;
- Providing credit;
- Debt recovery;
- Managing and/or monitoring your account;
- Auditing;
- Statistical analysis;
- Fraud prevention;
- Sharing with Credit Reference Agencies or approved third party suppliers.

The processing of your data is necessary for the performance of the contract you entered into with us.

3. How we store your data

All customer data is stored on cloud based CRM (Ovatu), which is our clinic software system or within the clinic in locked filing cabinets with restricted access. We regularly audit the data we hold and destroy securely according to our retention schedule.

Any photographs or videos are held under DropBox and are held securely in line with their terms.

4. Sharing your data

All the personal data we hold about you will be processed within the EU.

We share with the following organisations:

- Experian where you are making payment on a monthly payment plan.
- Pioneer Software as this firm provides computer systems we use, they do not pass your data to any other third party.
- Microsoft as this firm provides computer systems we use, they do not pass your data to any other third party.
- DropBox to store data, they do not pass your data onto any other third party.
- Consultants who work on behalf of BHA

We may disclose information outside of these groups to help prevent fraud, or if required to do so by law.

We adhere to a strict information and security policy.

5. Retaining your data

We will retain your data for ten years after our services have finished, after which time it will be destroyed securely, if it is no longer required for the lawful purpose for which it was obtained. However, where the data is required to ensure your vital interests, an example of this is the treatment received, we will maintain this indefinitely.

6. Marketing

Where we have asked you for permission to keep you up to date with our services and you have agreed we will contact you at reasonable intervals to keep you up to date. You have the right to withdraw consent at any point and can do so by emailing: julia@beautyhealthaesthetics.co.uk

We will never pass your data onto a third party for marketing purposes.

7. Your rights

Under data protection legislation you have several rights regarding the use of your personal

data, as follows:

- If at any point you wish to either confirm whether your personal data is being processed and/or you require access to the data we hold on you, you can request to see this information, and we will respond within a month.
- You also have the right for certain data you have provided us with to be provided to you in structured and commonly used electronic format (for example, a Microsoft Excel file), so that you can move, copy or transfer this data easily to another data controller.
- You are entitled to have data corrected if it is inaccurate or incomplete.
- Whilst you are entitled to have data deleted if it is no longer needed or there is no longer a legitimate reason for processing, or the data is question has otherwise unlawfully been processed, it is unlikely we will delete your data unless you have settled the account, or it is closed
- You have the right to object to the processing of your personal data.
- You have the right to restrict the processing of your personal data under certain circumstances, including if you have contested its accuracy, or if we are reviewing an objection you have raised in relation to its processing.

How to complain about the use of your data

If you wish to raise a complaint about how we handle your personal data, including in relation to any of the rights outlined above, you can contact us at julia@beautyhealthaesthetics.co.uk or write to us at Beauty Health Aesthetics Ltd, 3 Whitehouse Road, Stirling, FK7 7SP and we will investigate your concerns.

If you are not satisfied with our response, or believe we are processing your data unfairly or unlawfully, you can complain to the Information Commissioner's Office (ICO). You can find further information about the ICO and their complaints procedure here: <https://ico.org.uk/concerns/>

This policy is monitored and update on a regular basis and is fully compliant under General Data Protection regulations 2018.

8. Website Cookies — we use website cookies

9. Client Consent

Name: _____

Signature: _____

Date: _____