



Finesse Aesthetics

Subtle Solutions for Smoother Skin

Privacy Policy

Finesse Aesthetics is committed to protecting our clients' privacy. We understand the importance of ensuring that the personal information entrusted to us is protected and respected and we therefore treat personal data in accordance with our obligations under the General Data Protection Regulation, in addition to our clinical confidentiality requirements.

This privacy policy sets out how Finesse Aesthetics uses and protects any personal information we collect from you, or that you provide to us when you use this website or we provide you with a service. Please read the following carefully to understand our views and practices regarding your personal information.

This policy may be changed from time to time, and if that is the case then that will be reflected by this page being updated. We would recommend that you occasionally check this page to ensure that you are happy with any changes. This policy is effective from 1st October 2018.

The personal client information we may collect

The following personal data may be collected when you contact us directly, through phone calls, text messages, email or social media and at your consultation.

- Marital status
- Name
- Age
- Gender
- Contact details including email address and/or phone number
- Emergency contacts and details of any dependants
- Medical History
- Photographs
- Extra relevant information that you choose to inform us about.

How the information is collected

Making an Enquiry – We record information such as your name, e-mail address or phone number when you contact us directly, through a phone call, text message, email, website or social media.

At your consultation: – We record information such as your marital status, name, gender, address, date of birth, e-mail address, phone number, next of kin and medical history. **We also have an obligation to take before and after photographs for insurance purposes.**

What we do with this personal information

The information you give to us may be used for some or all of the following reasons:

- To supply you with the information that you have requested about our professional services, on the and in order to provide information and a quotation for our services.
- To track and follow-up on enquiries and to schedule appointments and appointment reminders through SMS text notifications and emails.
- To contact you for post-treatment follow up and care, including survey requests in order to improve our service
- To contact you from time to time to market other services, treatments and products we provide and think may be of interest to you, based on your interests and preferences where you have made them known to us
- To notify you about changes to our service
- For internal record keeping, billing and accounting, and to respond to any queries, complaints or requests for further information.
- In order to assess suitability for treatment and comply with our regulatory obligations.
- Internally, to inform decisions about our business operations or strategy



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Who we share your personal data with

We take our obligations under the General Data Protection Regulation and our clinical confidentiality requirements very seriously.

We may share your personal information with other members of the team that work to support the booking of appointments for Finesse Aesthetics as part of your ongoing care provisions, or for the purpose of analysing the business. Please note: sensitive information relating to your medical history will be kept confidential and will only be disclosed to the individuals involved with delivering your treatment.

In order to provide some of our professional services, we may use the input of selected third parties, where this is necessary. This will require the disclosure to such third parties of your contact details, as well as further personal data about you with your consent which is relevant to the services they provide. Selected third parties such as Pathology laboratories for diagnostic purposes, and pharmacies for prescriptive purposes in order to provide your agreed treatment. Opting out of sharing your information with these providers may affect our ability to treat you. All our suppliers have entered into appropriate confidentiality obligations and/or contractual data processing clauses with us.

There may also be circumstances where we are under a duty to disclose your personal information or share your personal information in order to comply with any legal or regulatory requirement, obligation or request. This includes the police for the prevention or investigation of a crime, or our Insurers, legal advisors or other third parties who need access to it in the context of managing, investigating or defending claims or complaints.

Your information

If you contact us with an enquiry about our professional services but you do not subsequently become a patient, it is our policy to keep your personal data unless you instruct us not to. If you are or become a patient, we will retain information, including personal data for as long as is necessary, or until you indicate otherwise to us. Finesse Aesthetics will not sell, distribute or lease your personal information to third parties under any circumstances. We will also not transfer your data outside of the European Economic Area.

Security

We cannot guarantee that the information you send us over the internet is secure, but once we receive it we will take all reasonable steps to protect the information you supply to us. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect. Backups of electronically stored data are taken regularly, with strong encryption used to protect all files.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive and allows the website to distinguish you from other users when you browse the site. The majority of web browsers allow some control of most cookies through the browser settings. Once permission is granted, a cookie file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but as previously mentioned, you can usually modify your browser settings to decline cookies if you prefer. Be warned that this may prevent you from taking full advantage of the website.



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We use Google Analytics to measure how people visit our website www.finesse-aesthetics.co.uk as part of an ongoing process to improve our visitor's experience. It uses four cookies to collect information about how visitors use our website. We use the information to compile reports and to help improve the site to further benefit the visitors. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have been referred to the site from and the pages they visited. It helps us to measure and understand the effectiveness of the advertising we serve to you and others and to deliver relevant advertising to you. [Read an overview of privacy at Google](#), or [opt out of Google Analytics across all websites](#).

Links to other websites

Our website www.finesse-aesthetics.co.uk may, from time to time, contain links to and from the websites of third parties. If you follow a link to any of these website, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Your rights

You may choose to restrict the use of your personal information in the following ways:

- By e-mail: info@finesse-aesthetics.co.uk
- By post: 70 Budding Way, Dursley, Gloucestershire GL11 5BE

If you believe that any information we are holding about you is incorrect or incomplete, please write to us or send us an email as soon as possible, at the above addresses. We will promptly correct any information found to be incorrect.

You have the right to ask us not to process your personal information, but where consent is withdrawn for the processing of personal data from your medical records, our ability to continue your treatments will be impaired. Likewise, you may request that any information we hold about you is deleted and we will do so unless there is a legal basis for us to retain that information.

You have the right to ask us not to process your personal information for marketing purposes. We will only contact you for marketing purposes if you have opted in to receive such communications. If you wish to stop receiving some or all marketing communications from us, you can let us know by email to info@finesse-aesthetics.co.uk

In some circumstances, you have the right to be forgotten and we will erase all data held about you. Medical records are exempt from erasure. Requests for erasure should be made in writing to www.finesse-aesthetics.co.uk and will be assessed on a case by case basis.

Access to information

Under the Data Protection Act 1988 and General Data Protection Regulations you may request details of personal information which we hold about you by making a subject access request to info@finesse-aesthetics.co.uk or by writing to us at the address detailed above. All records will be supplied within 1 month of receipt of the Subject Access Request. All requests will be subject to the appropriate identification checks. Whilst there is no charge for the first copy of your record, we reserve the right to charge a small administrative fee for all subsequent copies of the same record.

Contact and complaints

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to the Sarah Newey Finesse Aesthetics, 70 Budding Way, Dursley, Gloucestershire GL11 5BE or info@finesse-aesthetics.co.uk

You have the right to complain to a supervisory authority if you feel that we have breached the terms outlined in our Privacy Policy. Complaints can be made to the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or further information can be found at www.ico.org.uk



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Privacy Policy – Opt In Form

Photographs

Pre and post treatment photographs will be taken and placed in the patients file for insurance purposes and also when considering treatment review. They may be stored in Finesse Aesthetics portfolio of photographs and shown to future clients considering cosmetic treatments. They may be used in future media articles and on the website www.finesse-aesthetics.co.uk

- I can confirm that I am happy that I am happy for pre and post treatment photographs to be taken for insurance purposes and I consent to them being placed in my notes. YES/NO
- I can confirm that I am happy for these images to be shared with other expert professionals when considering treatment review YES/NO
- I can confirm that I am happy for these images can be placed in Finesse Aesthetics photograph portfolio and may be shown to future clients considering treatment. YES/NO

Personal Information

Personal data, for example: marital status, name, age, gender, contact details including email address and/or phone number, emergency contacts and details of any dependents, medical history, extra relevant information that you choose to inform us about may be collected when you contact us directly, through phone calls, text messages, email or social media and at your consultation.

- I confirm that I am happy with my personal data to be used to receive marketing communications from Finesse Aesthetics only. YES/NO
- I confirm that I am happy with my personal information being retained as this forms part of my medical records. YES/NO

Clients Name

Signature

Date