

GDPR & Privacy Policy

Last Updated: [Insert Date]

At Self Medical Aesthetics, your privacy is important to us. We are committed to protecting your personal data and handling it transparently and responsibly in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This policy outlines how we collect, use, store, and protect your personal information.

1. Who We Are

Self Medical Aesthetics is a medically-led aesthetics clinic based in Sunderland, UK. We are the Data Controller of the personal information you provide to us.

For any data-related queries, you can contact us at:

 hello@selfmedicaaesthetics.com

2. What Data We Collect

We may collect and process the following personal data:

- **Identity data:** Name, date of birth, gender
- **Contact data:** Address, email, phone number
- **Medical data:** Health history, medications, allergies, treatment records
- **Marketing & communication data:** Preferences, feedback, consent records
- **Visual data:** Photos or videos taken for clinical records, education, or marketing (only with written consent)

3. How We Use Your Data

We use your data to:

- Provide safe and effective treatments
- Book and manage appointments
- Maintain accurate clinical records
- Communicate about your care or services
- Respond to enquiries or feedback
- Send you updates or marketing (only with your consent)

- Fulfil legal and regulatory obligations

4. Lawful Basis for Processing

We only process your personal data when we have a lawful basis to do so, including:

- **Consent:** For marketing or media use
- **Contract:** To provide treatment and services
- **Legal obligation:** To comply with healthcare regulations
- **Legitimate interest:** For the running and improvement of our services

5. How We Store and Protect Your Data

We store your data securely using encrypted systems and password-protected software. Only authorised staff members have access to your data, and we implement strict internal protocols to prevent unauthorised access or disclosure.

Your data is stored:

- Electronically within secure practice management systems
- In line with NHS standards for data retention and clinical governance

We retain medical records for a minimum of **8 years** following your last appointment (or until the age of 25 if you are under 18), as required by law.

6. Sharing Your Data

We do **not** sell your data. Your data may be shared only with:

- Medical professionals involved in your care
- Third-party providers we use to manage bookings or communications (all GDPR-compliant)
- Regulatory bodies if required by law

You will be asked for explicit consent before any media or images are shared for marketing purposes.

7. Your Rights Under GDPR

You have the right to:

- Access your personal data
- Request correction of inaccurate data

- Request deletion of data (where legally appropriate)
- Withdraw consent for marketing at any time
- Object to or restrict certain types of processing
- Request a copy of your data in a portable format

To exercise any of these rights, email: **hello@selfmedicaesthetics.com**

8. Cookies & Website Analytics

Our website may use cookies to improve user experience and gather anonymised analytics. You can manage cookie settings through your browser at any time.

9. Complaints

If you believe your data has been mishandled, please contact us first. If you are not satisfied with our response, you can contact:

Information Commissioner's Office (ICO)

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
0303 123 1113
www.ico.org.uk

We are committed to upholding your privacy and the integrity of your data at every step of your journey with us.

If you have any questions, don't hesitate to get in touch:

hello@selfmedicaesthetics.com