

Data Protection Privacy Notice

As a client of Elite Skin Aesthetics, we keep certain personal data on you. Below is a list of the data we would hold:

- First name
- Surname
- Date of birth
- Address
- Telephone number (landline and/or mobile)
- Email address
- Facebook account (if you choose to communicate via Facebook Messenger)
- Instagram account (if you choose to communicate via Instagram)
- The reason you have chosen to have treatment.
- Medical history
- Current list of medication/s
- Treatment plan
- Consent forms
- Pre-treatment photographs
- Post treatment photographs



When receiving treatment from Elite Skin Aesthetics, the above information is currently kept in paper form in a locked filing cabinet. The pre and post photographs are taken using our business iPad, then stored in a password protected cloud storage account.

Your information may need to be shared with other professionals involved in the provision of care. Information will only be shared if there is a genuine need for it to be, such as post treatment complications or advice on the best course of treatment for you. Information shared with other health professionals will be done so in a secure manner.

When undergoing treatment using Botulinum toxin and/or dermal fillers, in order to obtain this prescription only medication, our nurse Cecilia O'Brien and Doctor Rachel Davies are required to take your name, address and date of birth and also share these details with the pharmacies we use, which are currently Health Exchange and Church Pharmacy. The details are then filed electronically via Church Pharmacy's encrypted electronic prescribing system. You have a right to object to the sharing of your data but we have an overriding responsibility to do what is medically in your best interests.

When contacting you regarding your treatment we may use SMS, phone, email, Facebook Messenger, Instagram, WhatsApp, or iMessage.

We are required by Articles in the General Data Protection Regulations to provide you with information on the following 7 subsections.

Data Controller contact details	Cecilia O'Brien 62 Stoneton Crescent Balsall Common CV7 7QS 07702176174 eliteskinaesthetics@gmail.com
Data Protection Officer contact details	Cecilia O'Brien 62 Stoneton Crescent Balsall Common CV7 7QS 07702176174 eliteskinaesthetics@gmail.com
Purpose of Processing	We need to collect and record information about you in order to provide the right kind of service to meet your needs. Appropriate collection and sharing of information is an essential part of the provision of your safe and effective treatment. You could be put at risk if we do not have relevant, accurate and up to date information about you. At each consultation we will ask you to update any changes to your personal details or medical history. We will need to take before and after photos of your treatments for insurance purposes and will only be used for marketing with your written consent. You can ask for these photos to be removed at any time. These photos will be stored securely on a password protected cloud storage account which only Elite Skin will have sole access to those pictures.
Recipient or categories of recipients of the processed data	Your information may be shared with other professionals and support staff in the aesthetic industry: Health Exchange – processing prescriptions Church Pharmacy – processing prescriptions ACE complications group – emergency advice Skin Viva group – emergency advice GP – with your consent and/or in an emergency situation Other medical specialists in an emergency situation
Right to access and correction	You have the right to access the data that is being shared and have any inaccuracies corrected. If you do request data that we keep on you, it may take up to 1 month to provide it.
Retention period	Your records will be retained for a minimum of 5 years and reviewed prior to deletion
Right to complain	You have a right to complain to the Information Commissioner's Office, you can use this link https://ico.org.uk/global/contact-us/ or call their helpline Tel: 0303 123 1113 (local rate) or 01625 545745 (national rate). There are National Offices for Scotland, Northern Ireland and Wales, (see ICO website)