



PRIVACY POLICY

Data Protection Privacy Notice for Clients

In providing your treatment of Lashes, we will ask for information about you and your health. Occasionally, we may receive information from other providers who have been involved in providing your care. This privacy notice describes the type of personal information we hold, why we hold it and what we do with it.

Janine Owen is responsible for keeping secure the information about you that we hold. Those at the practice who have access to your information include Reception staff only who are responsible for the management and administration of the practice.

Our data protection officer, Daniel Wagg, ensures that the practice complies with data protection requirements to ensure that we collect, use, store and dispose of your information responsibly. You can contact our data protection office, Daniel Wagg, by email at info@thelashlab.co.uk or by phone on 01782 660365.

Information that we hold

We can only keep and use information for specific reasons set out in the law. If we want to keep and use information about your health, we can only do so in particular circumstances. Below, we describe the information we hold and why, and the lawful basis for collecting and using it.

Contact details

We hold personal information about you including your name, date of birth, address, telephone number and email address. This information allows us to fulfil our contract with you to provide appointments. We will also use the information to send you reminders and recall appointments as we have a legitimate interest to ensure your continuing care and to make you aware of our services.

Lash Records

We hold information about your general health, including: -

- Clinical records made by Lash Technician who is giving you your treatment
- Medical histories
- Notes of conversations/treatments with you
- Dates of your appointments
- Details of any issues you have had and how these were resolved

We collect and use this information to allow us to fulfil our contract our contract with you to discuss your treatment options and provide Lash treatments. We also use this information for the legitimate interest of ensuring the quality of the treatment we provide.

Financial information

We hold information about the fees we have charged, the amounts you have paid and some payment details. This information forms part of our contractual obligation to you to provide lash treatments and allows us to meet legal financial requirements.

How we use your information

To provide you with the treatment that you need, we require up-to-date and accurate information about you.

We may contact you to conduct patient surveys or to find out if you are happy with the treatment you received for quality control purposes.

We will see your preference for how we contact you about your treatment with us. Our usual methods are telephone, email or letter.

Depending on the purpose and if possible, we will anonymise your information. If this is not possible we will inform you and discuss your options.

We may use your contact details to inform you of products and services available at our Practice.

Social Media

The practice actively uses social media accounts to market and keep our patients up to date with practice information. The social media platforms we use are: -

- Facebook
- Leaflets
- Newspapers & Magazines
- Practice Advertising
- Online Advertising
- Banners / Signage
- Radio

Employees of The Lash Lab who are able to access these services with administrative rights and can this through company IT systems or via their own personal devices are specified and abide by the practices confidentiality agreements. It is at the patient's discretion if they choose to provide or leave personal information on any of these platforms whether it be privately or publicly posted.

Sharing Information

Your information is normally used only by those working at the practice but there may be instances where we need to share it – for example, with:

- Your doctor
- The hospital or other health professionals caring for you

We will only disclose your information on a need-to-know basis and will limit any information that we share to the minimum necessary. We will let you know in advance if we send your medical information to another medical provider and we will give you the details of that provider at that time.

In certain circumstances or if required by law, we may need to disclose your information to a third party not connected with your health care, including other government agencies.

Keeping your information safe

We store your personal information securely on our practice computer system and in a manual filing system. Your information cannot be accessed by those who do not work at the practice, only those working at the practice have access to your information. They understand their legal responsibility to maintain confidentiality and follow practice procedures to ensure this.

We take precautions to ensure security of the practice premises, the practice filing systems and computers.

We use high-quality specialist dental software to record and use your personal information safely and effectively. Our computer system has a secure audit trail and we back -up information routinely.

We keep your records for 10 years after the date of you last visit to the Practice. At your request, we will delete non-essential information (for example some contact details) before the end of this period.

Access to your information and other rights

You have a right to access the information that we hold about you and to receive a copy. We do not usually charge you for copies of your information; if we pass on a charge, we will explain the reasons.

You can also request us to

- Correct any information that you believe is inaccurate or incomplete. If we have disclosed that information to a third party, we will let them know about the change.
- Erase some of the information we hold. For legal reasons, we may be unable to erase certain information (for example, information about your treatment). However, we can, if you ask us to, delete some contact details and other non-clinical information.
- Stop using your information – for example, sending you reminders for appointments or information about our service. Even if you have given us consent to send you marketing information, you may withdraw that consent at any time.
- Stop using information if you believe the information is inaccurate or you believe we are using your information illegally.

If we are relying on your consent to use your personal information for a particular purpose, you may withdraw your consent at any time, and we will stop using your information for that purpose.

All requests should be made by email to our Data Protection Officer – Daniel Wagg, by email at info@thelashlab.co.uk or by phone on 01782 660365.

If you do not agree

If you do not wish us to use your personal information as described, you should discuss the matter with your GP. If you object to the way that we collect and use your information, we may not be able to continue to provide your treatment.

If you have any concerns about how we can use your information and you do not feel able to discuss it with your GP or anyone at the practice, you should contact the Information Commissioner's Office (ICO), Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF (0303 123 1113 or 01625 545745).

Date 23rd May 2018

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