

# The Aesthetics Medical Group Privacy Policy

## **Our contact details**

Name: Dr Rebecca Boreham & Dr Hannah Terefenko

Address: Total Health West Berkshire, Lower Barn, Lower Henwick Farm, Turnpike Road, Thatcham, RG18 3AP.

Phone Number: 0118 348 9222

E-mail: [info@aestheticsmedicalgroup.co.uk](mailto:info@aestheticsmedicalgroup.co.uk)

## **The type of personal information we collect**

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details)
- Consultation documentation including medical history, treatment & prescriptions
- Name and contact details will be shared with Healthxchange Online Pharmacy, should any prescriptions be clinically indicated, with client permission.
- No financial information is retained
- Photography and personal imagery will only be utilised on any marketing material with explicit consent from patient.
- All imagery can be redacted at any time.

## **How we get the personal information and why we have it**

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Medical confidential data pertaining to The Aesthetics Medical Group consultation only

We also receive personal information indirectly, from the following sources in the following scenarios:

- Newsletter sign up. Email contact details only.

We use the information that you have given us in order to maintain treatment records for future consultations.

We will not share this data.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

**Your consent. You are able to remove your consent at any time. You can do this by contacting**

[info@aestheticsmedicalgroup.co.uk](mailto:info@aestheticsmedicalgroup.co.uk)

**Personal data is retained and encrypted on Clever Clinic medical records software which GDPR compliant.**

**Clever clinic is only accessible via two step security**

**ONLY for use in The Aesthetics Medical Group for clinical reference and for purposes of safe clinical treatment.**

**No third party sharing of personal information will occur, with exception of a clinical referral to another clinician, with patient's consent.**

## **How we store your personal information**

Your information is securely stored Clever Clinic Database.

We keep personal information for 5 years. We will then dispose your information by irreversible deletion.

## **Your data protection rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [info@aestheticsmedicalgroup.co.uk](mailto:info@aestheticsmedicalgroup.co.uk) if you wish to make a request.

## **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at.

Total Health West Berkshire, Lower Barn, Lower Henwick Farm, Turnpike Road, Thatcham, RG18 3AP.

0118 348 9222

[info@aestheticsmedicalgroup.co.uk](mailto:info@aestheticsmedicalgroup.co.uk)

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>