



Jayne Taylor Aesthetics Privacy Policy

Our contact details

Name: Jayne Taylor Aesthetics

Address: 57a Highgate Road
Clayton Heights
Bradford
BD13 1ED

Telephone: 01274 965767

E-mail: info@jaynetayloraesthetics.co.uk

Website: <https://jaynetayloraesthetics.co.uk/>

The type of personal information we collect

We currently collect and process the following information from patients and staff where it is appropriate to do so:

- Personal identifiers, e.g. name, date of birth, address, telephone number, email address, next of kin
- Photographs – “before and after”
- Videos – of specific / individual treatments
- Voicemail messages – until actioned
- Relevant Past Medical History including mental health history if appropriate
- Medication, including allergies and prescriptions
- Consent and treatments taken in clinic and their outcomes

How we obtain the personal information and why we save it

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

Patients

- To allow us to contact you should the need arise in relation to your appointment or treatment
- To allow us to contact your next of kin should the need arise whilst you are in clinic
- To allow us to safely treat you taking into account any past medical history or medication
- To allow us to safely prescribe medication should the need arise
- To allow us to make a referral to other health care professionals should the need arise e.g. your GP
- To allow us to inform you of appropriate new treatments that may be of use or interest to you
- To ensure continuity of treatment
- To allow comparison of effectiveness of treatments

Staff

- As part of the recruitment process
- To allow us to ensure you are fit enough to undertake the role you have been employed to do
- To allow us to contact you outside of working hours should the need arise
- To allow us to contact your next of kin, should the need arise e.g. if you became ill whilst at work
- To allow the company to support you in the delivery of regular work and make any necessary adjustments needed

We may also receive information from an external health care professional when making a referral directly into clinic.

We may share this information with: your GP, a local hospital, ambulance service or an alternative health care provider should your medical condition require it.

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

- (a) Your consent. You are able to remove your consent at any time. You can do this by contacting Jayne Taylor – Clinic Director
- (b) We have a contractual obligation.
- (c) We have a legal obligation.
- (d) We have a vital interest.

(e) We need it to perform a public task.

(f) We have a legitimate interest.

How we store your personal information

All of your information is securely stored electronically in “the cloud” but it can also be stored on other devices such as ipads that are stored in a locked environment within the clinic. They are password protected and for individual therapist use only.

We store all of your data, identified above, for seven years after your last appointment. We will then dispose of your information by working with our cloud provider to ensure the information is deleted fully and securely from all memory types.

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@jaynetayloraesthetics.co.uk, on 01274 965767 or at the address above 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 info@jaynetayloraesthetics.co.uk, on 01274 965767 or at the address above.

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>