



## **PRIVACY POLICY**

This policy sets out how GSN Aesthetics uses and protects any information that you give GSN Aesthetics when you use this website.

At GSN Aesthetics, we are committed to protecting your personal information and confidentiality and we take all reasonable measures to ensure the confidentiality and security of personal data for which we are responsible, whether computerised or on paper.

### **GSN AESTHETICS'S LEGAL BASIS FOR PROCESSING YOUR DATA**

GSN Aesthetics will obtain your consent as the legal basis for us to collect your personal information to send you marketing communications relating to our business which we think may be of interest to you.

GSN Aesthetics' legal basis for the processing of your personal and sensitive information is to allow us to fulfil or take steps to fulfil any contractual obligation to you. In addition to this, GSN Aesthetics can lawfully process special category data such as your health records, provided by you, to provide you with the appropriate healthcare.

### **WHAT INFORMATION DO WE COLLECT ABOUT YOU?**

We collect information about you when you enter your details into our website and/or you speak with one of our advisors over the phone. We may collect basic details such as full name, email address, phone number, age range and gender along with information relevant to your health, previous medical history, photographs and some lifestyle information.

GSN Aesthetics may also collect credit card details, however this information is not stored or processed through GSN Aesthetics' IT Systems.

Website usage information is collected using cookies.

Information collected from you is stored in a customer/medical record where it is held and processed electronically on secure servers which are subject to the appropriate technical security measures mandated by the EU General Data Protection Regulations.

### **HOW WILL WE USE THE INFORMATION ABOUT YOU?**



GSN Aesthetics need to hold and process the personal and health information you have provided us. This is to identify you, contact you during your journey, help us understand your expected outcomes, tailor your journey to offer you the best possible path to your desired results and meet contractual obligations.

Also, if you consent, we may use your contact details for marketing purposes to send you relevant information that you may find interesting.

### **WHO MAY WE SHARE YOUR INFORMATION WITH AND WHY?**

During your journey with GSN Aesthetics, we may need to share your information, including sensitive data, with medical professionals, government agencies and third parties to deliver services that you have requested.

We will not disclose your information to any other third parties unless: –

- We have your permission
- We must share by law
- We have good reason to believe that failing to share the information will put you or someone else at risk of serious harm or abuse.
- We hold information that is essential to prevent, detect, investigate or punish a serious crime.

### **YOUR RIGHTS AS A DATA SUBJECT**

You have the right to request a copy of the information that we hold about you. You have the right for your details to be forgotten (right to erasure) for the sole purpose of processing for marketing communications. If you would like a copy, amend or erase some or all of your personal information, please email us at [gsnaesthetics@icloud.com](mailto:gsnaesthetics@icloud.com) or call customer service on 07766 075 949 and you will be directed to the appropriate responsible person.

### **GSN AESTHETICS MEDICAL RECORDS**

Once you have seen a Medical Practitioner, the information we hold about you as a customer record becomes a medical record because it will contain information entered by a medical professional.

GSN Aesthetics is committed to providing the best possible care and outcomes for our patients and as such we need to keep records about your health and other personal information for medical purposes. Your personal and sensitive information is collected by GSN Aesthetics electronically where it is stored within the EU and is subject to the appropriate technical security measures mandated by the EU General Data Protection Regulations. For any paper records prior to March 2017, this is stored in a locked filing cabinet.



GSN Aesthetics will record both personal data and sensitive personal data, such as information about your health and ethnic origin.

### **DATA RETENTION PERIODS**

Due to insurance purposes, we are required to keep medical records for procedures carried out for a period of 10 years.

### **HOW TO CONTACT US**

Please contact us if you have any questions about our privacy policy or information we hold about you:

By email to [gsnaesthetics@icloud.com](mailto:gsnaesthetics@icloud.com)

Or write to us at: GSN Aesthetics, 1<sup>st</sup> Floor Tek & Co, 32 Wellington Parade, Blackfen Road, Sidcup, Kent, DA15 9NB.

Or call customer service on: 07766 075 949