

Privacy Policy

Privacy Policy (effective 20/10/2020)

Forrest Aesthetics is committed to protecting our customer's privacy. We understand the importance of ensuring personal information entrusted to us is protected and respected and we therefore treat personal data in accordance with our obligations under the General Data Protection Regulation (GDPR), in addition to our clinical confidential requirements.

This privacy policy sets out the basis on which any personal information we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal information and how we treat it.

We may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

What data is collected?

Enquiries for treatment – we may record your details in order to track and follow-up on enquiries, in addition to scheduling appointments. This includes information such as your name, e-mail address or phone number. This is so that we can supply you with the information that you have requested about our professional services, on the basis that it is necessary for our legitimate interests in promoting and in order to provide information and a quotation for our services.

Medical Records – information must be collected as part of your registration and consultation. This includes information such as your name, address, date of birth, e-mail address, phone number, next of kin, GP name and address and medical history and medications. All handwritten information e.g. medical history/records are scanned digitally and stored in a secure cloud-based system. This is so that we can perform the contract that we have with you, for internal record keeping, safe provision of treatment, billing and accounting, and to respond to any queries, complaints or requests for further information. The basis on which we do so is that it is necessary for our performance of the contract we have with you or is necessary for our legitimate interests in managing our business and improving our professional services, and to comply with our regulatory obligations.

During consultation and treatment we will take photos of treatment progress ie before, during and after. These photos are taken by an ipad that are password protected and digitally stored in the secure cloud-based system and are used only for the use of the clinician and the patient, they are not shared without written consent of all parties.

Keeping in Touch – we would like to use the details on our database in order to inform you our various services, on the basis that it is necessary for our legitimate interests in promoting our professional services. If you do not wish us to use your personal data in this way, please inform us directly by emailing info@forrest-aesthetics.co.uk / unsubscribe using the relevant link in the email that we send you.

All future marketing communications will also contain a simple way to opt out of receiving any further marketing communications from us.

Information we collect automatically with regards to each of your visits to our website www.forrest-aesthetics.co.uk include:

Technical information, including the Internet Protocol (IP) address used to connect your computer to the internet, browser type and version, time zone setting, browser plug-in types and version, operating system and platform; and

Information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our Site (including date and time), pages you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks and mouse-overs) and methods used to browse away from the page.

What do we do with the information you provide to Forrest Aesthetics?

When you provide personal information to us, the purpose for which you are providing the personal information will always be made clear.

We collect information from you when you subscribe to a newsletter, fill out a form or enter information on our site.

The information you give to us may be used for some or all of the following reasons:

- to assess and deliver safe treatments;
- to provide you with the information, treatments, products and services that you request from us;
- internally, to inform decisions about our business operations or strategy;
- to notify you about changes to our service;
- to send you text notifications to remind you of any appointments booked with us;
- to contact you by email, text or phone for post-treatment follow up and care, including survey requests in order to improve our service;
- to contact you from time to time to market other services, treatments and products we provide and think may be of interest to you, based on your interests and preferences where you have made them known to us.
- to administer our website www.forrest-aesthetics.co.uk and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our website to ensure that content is presented in the most effective manner for you and for your computer;
- to allow you to participate in interactive features of our website, when you choose to do so;
- as part of our efforts to keep our website safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

Who do we share your data with?

We take our obligations under the General Data Protection Regulation and our clinical confidentiality requirements very seriously.

Sensitive information relating to your medical history will be kept confidential and will only be disclosed to the individuals involved with your treatment.

We may share your personal information with:

- other members of Forrest Aesthetics staff as part of your ongoing care, or for the purpose of analysing the business;
- in order to provide some of our professional services, we may use the input of selected third parties, where this is necessary for the performance of our contract with you. This will require the disclosure to such third parties of your contact details, as well as further personal data about you with your consent which is relevant to the services they provide. This could include selected third parties such as Pharmacies for prescriptive purposes in order to provide your agreed treatment. Opting out of sharing your information with these providers may affect our ability to treat you. All our suppliers have entered into appropriate confidentiality obligations and/or contractual data processing clauses with us;
- there may also be circumstances where we are under a duty to disclose your personal information or share your personal information in order to comply with any legal or regulatory requirement, obligation or request. This includes the police for the prevention or investigation of a crime, or our Insurers, legal advisors or other third parties who need access to it in the context of managing, investigating or defending claims or complaints e.g. the General Medical Council.
- in an emergency and if you are incapacitated, we may also process your personal data (including sensitive personal data) or make personal data available to third parties on the basis of protecting your 'vital interest' (i.e. your life or your health);
- we will use your personal data in order to monitor the outcome of your treatment by us and any treatment associated with your care;
- we participate in national audits and initiatives to help ensure that patients are getting the best possible outcomes from their treatment and care. The highest standards of confidentiality will be applied to your personal data in accordance with Data Protection Laws and confidentiality. Any publishing of this data will be in anonymised, statistical form. Anonymous or aggregated data may be used by us, or disclosed to others, for research or statistical purposes.

You can withdraw consent at any time by emailing info@forrest-aesthetics.co.uk or writing to us at our Droitwich clinic address. You can opt out of receiving promotional marketing by clicking on the 'unsubscribe' option hosted in any marketing email we send to you.

How your data is stored?

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online and at Forrest Aesthetics clinic.

We cannot guarantee information you send us over the internet is secure, but once we receive it we will take all reasonable steps to protect the information you supply to us.

Data is stored on the cloud with strong encryption used to protect all files.

If you are or become a patient/client and receive treatment your data will be updated and kept as long as required by Law (e.g. medical records 10 years). Once you stop receiving treatments or if you do not receive any treatments within a six month period your data will be securely held for ten years, destroyed or removed. Information that is written down during a consultation is then scanned and is electronically and securely stored.

Personal data relating to our professional contacts will be retained for so long as is necessary, or until you indicate otherwise to us, but we will aim to update our contacts' preferences on a periodic basis.

Links to other websites

Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites which are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Your rights

You have the right to ask us not to process your personal information, but where consent is withdrawn for the processing of personal data from your medical records, our ability to continue your treatments may be impaired.

You have the right to ask us not to process your personal information for marketing purposes. We will only contact you for marketing purposes if you have opted in to receive such communications. If you wish to stop receiving some or all marketing communications from us, you can let us know by email to info@forrest-aesthetics.co.uk

Access to information

GDPR gives you the right to access information held about you. Any requests should be made in writing to Forrest Aesthetics, 3 Manor Close, Droitwich, Worcestershire WR9 8HG or info@forrest-aesthetics.co.uk

If you believe that any information, we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

All records will be supplied within one month of receipt of the Subject Access Request.

All requests will be subject to the appropriate identification checks. Whilst there is no charge for the first copy of your record, we reserve the right to charge a small administrative fee for all subsequent copies of the same record.

How to contact the appropriate authority:

Should you wish to report a complaint or if you feel that Forrest Aesthetics has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office on 0303 123 1113 or www.ico.org.uk.