

PRIVACY POLICY

Niche Aesthetics is committed to protecting our client's privacy. We understand the importance of ensuring that the personal information entrusted to us is protected we therefore treat personal data in accordance with our obligations under the General Data Protection Regulation, in addition to our clinical confidential requirements.

Niche Aesthetics is registered in England with Company Number 11377380.

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.

INFORMATION WE COLLECT FROM YOU

We may collect and process the following personal information about you:

- Medical Records – Information must be collected as part of your registration with the clinic. This includes information such as your name, address, date of birth, e-mail address, phone number, next of kin and medical history.
- Enquiries – 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.

THE INFORMATION YOU PROVIDE

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 the enquiry or booking form or enter information on our site or if and when a email is sent to us.

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

- To assess and deliver treatments.
- To provide you with the information, treatments, products and services that you request from us.
- Internally, to inform you about our business operations and/or strategy.
 - To notify you about changes to our service.
- To send you email or sms notifications to remind you of any appointments booked with us.
- To contact you 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.

HOW WE MAY USE THIS INFORMATION

We may use this information for some or all of the following reasons:

- To administer our website www.nicheateaesthetics.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 WE SHARE YOUR PERSONAL 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 delivering your treatment.

WE MAY SHARE YOUR PERSONAL INFORMATION WITH:

- Other members of Niche Aesthetics staff as part of your ongoing care provisions, or for the purpose of analysing the business.
- Selected third parties such as The Doctors Laboratory for diagnostic purposes, Wigmore, Health-X-Change or ChurchPharmacy for prescriptive purposes in order to provide your agreed treatment. Opting out of sharing

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.

USE OF COOKIES

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets us know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes, and dislikes by gathering and remembering information about your preferences.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

This website uses Facebook remarketing service to advertise to previous visitors to our site in the form of an advertisement on Facebook. Third-party vendors, including Facebook, use cookies to serve ads based on someone's past visits to the Niche Aesthetics website. Of course, any data collected will be used in accordance with our own privacy policy, as well as Facebook privacy policies.

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to Sharfa Vali at info@nicheaesthetics.com

This privacy policy was last updated on September 2018