

Privacy Policy: Elevate Medical Aesthetics

Effective Date: 01.03.2026 **Last Updated:** 01.03.2026

1. Introduction

Elevate Medical Aesthetics is committed to protecting the privacy and security of your personal data. This policy explains how we collect, use, and safeguard your information when you visit our clinic, use our website, or book a treatment.

2. The Data We Collect

We collect and process the following types of information:

- **Identity & Contact Data:** Name, date of birth, address, email, and phone number.
- **Medical & Health Data:** Medical history, current medications, allergies, and contraindications (Special Category Data).
- **Treatment Records:** Details of procedures performed, products used, and aftercare advice.
- **Clinical Photography:** "Before and after" photos for clinical records and (only with explicit consent) marketing.
- **Financial Data:** Payment details and transaction history.

3. How We Use Your Data

We use your information to:

- Assess your suitability for aesthetic treatments.
- Maintain accurate clinical records (a legal requirement for medical practitioners).
- Send appointment reminders and aftercare instructions.
- Process payments.
- Communicate marketing offers (only if you have opted in).

4. Lawful Basis for Processing

Under UK GDPR, we rely on the following legal bases:

- **Contractual Necessity:** To provide the treatment you have booked.
- **Legal Obligation:** To maintain medical records in accordance with UK health regulations.
- **Legitimate Interests:** To manage our business and provide high-quality care.
- **Consent:** For marketing communications and the use of photos on social media.
- **Special Category Processing:** We process health data under **Article 9(2)(h)** (the provision of health or social care).

5. Data Sharing

We do not sell your data. We only share information with:

- **Pharmacy/Prescribers:** If a prescription is required for your treatment.
- **Payment Processors:** To securely handle transactions.
- **Software Providers:** Our clinic management and booking systems.
- **Insurance/Regulators:** If required for legal or insurance purposes.

6. Data Retention

We keep your medical records for a minimum of **7 years** (or as required by our insurance and professional bodies) following your last treatment. Non-medical data is deleted when it is no longer necessary for the purpose it was collected.

7. Your Rights

You have the following rights regarding your data:

- **Access:** Request a copy of the data we hold about you.
- **Correction:** Ask us to fix inaccurate information.
- **Erasure:** Request deletion of your data (subject to medical record retention laws).
- **Withdraw Consent:** Opt-out of marketing or photo usage at any time.

8. Security

We use industry-standard encryption and secure filing systems to protect your data. Physical records are kept in locked storage, and digital data is password-protected and backed up.

9. Contact Us & Complaints

If you have questions or wish to exercise your rights, please contact our Data Controller:

- **Name:** [Insert Name]
- **Email:** [Insert Email Address]
- **Address:** [Insert Clinic Address]

If you are unhappy with how we handle your data, you have the right to complain to the **Information Commissioner's Office (ICO)** at www.ico.org.uk.