

# Privacy Policy

## Kent Trichology Clinic Company Privacy Policy

In compliance with UK and European data protection regulations, this privacy policy explains what personal information Kent Trichology Clinic will collect from you when you visit our website or are a recipient of our services.

Kent Trichology Clinic is committed to ensuring that your data and privacy is protected. Should we ask you to provide certain information by which you can be identified when interacting with us, you can be assured that it will only be used in accordance with this privacy statement.

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

This policy is effective from 23<sup>rd</sup> May 2018.

**Note:** In line with advice received from the Institute of Trichologists, this Privacy Policy has been **updated at the 29<sup>th</sup> June 2024.**

### Personal Data Collected

Kent Trichology Clinic may collect personal information which we receive when:

- you use our website
- you use our services
- you contact us or
- you are a recipient of our services.

We may collect the following types of information:

- your name, address, email address, telephone number(s) and other contact details
- information required to provide you with a service (e.g. bank details, medical history or information etc), and details of our services that you have used
- your payment information such as credit or debit card details and bank account details

Additionally, we collect data specific for some of the services we provide, please scroll down for more **details on the following specific services:**

### The Kent Trichology Clinic Treatment Services Production of Expert Witness Reports Booking and Attending Consultations

#### Why do we collect this information?

We collect your personal information to:

- provide you with services that you may request from us
- for our legitimate interests in making you aware of areas that may be of interest to you or the let you know about other product and services offered by Kent Trichology Clinic
- to meet our legal and regulatory obligations

#### How do we collect this information?

We collect personal information:

- directly from customers: e.g. when a customer signs up to receive our services or registers on our website or make purchases
- from publicly available sources: e.g. social media, internet services

We are committed to keeping your information up to date as far as is reasonably possible. However, if you believe that we have made an error, then please contact us as we have outlined below, and we will use reasonable endeavours to correct.

#### Keeping your information safe and secure

We are committed to ensuring that your personal information is secure and protecting it from being inappropriately or accidentally accessed, used, shared or destroyed, and against it being lost.

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.

### **Sharing your data with third parties**

Access to your personal information is only allowed when required by law or is required as part of our fulfilling our service obligations.

**We do not, and will never, sell or share your personal information with other third parties.**

### **How long do we keep personal information?**

1. We will only retain customers' personal information for as long as it is needed to carry out a particular purpose or meet a particular obligation or provide a particular service.
2. ~~Kent Trichology Clinic will destroy all personal data held, after a period not longer than 4 years after the completion of any services provided to our Clients.~~
3. In line with advice received from the Institute of Trichologists, this Privacy Policy has been updated from the 29<sup>th</sup> June 2024. The update is shown in 3a below:-
  - a. **Kent Trichology Clinic will now destroy all personal data held, after a period not longer than 7 years after completion of any services provided to our Clients.**

### **How we use Cookies**

Cookies are small files of letters or numbers downloaded onto a device when users access websites. They are widely used in order to make websites work, or work more efficiently, as well as to provide service information to the owners of the site.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. 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.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **Links to other websites**

Our website may contain links to other websites of interest. 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 and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Controlling your personal information**

- if you have previously agreed to us using your personal information for providing our services, you may change your mind at any time by writing to, or emailing us at [sarah.smitherman@kenttrichologyclinic.co.uk](mailto:sarah.smitherman@kenttrichologyclinic.co.uk)
- we will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so

You may request details of personal information which we hold about you under UK and European data protection regulations. If you would like a copy of the information held on you please write to: Kent Trichology Clinic at No.6 Mount Lane, Bearsted, Maidstone, Kent, ME14 4DD or by email to [sarah.smitherman@kenttrichologyclinic.co.uk](mailto:sarah.smitherman@kenttrichologyclinic.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.

## How we will use information

We may use the information listed above in the following ways:

- to provide our products and services in the safest possible way whilst being aware of your personal circumstances and any medical conditions that you make us aware of.

- to send promotional emails or postal mailings about new products, special offers or other information which we think you may find interesting.

**Who will have access to the data** – data will only be accessible by employees of Kent Trichology Clinic and even then, only with people who actually need to see or use the data.

**We do not, and will never, sell or share your personal information with other third parties.**

Data captured by Kent Trichology Clinic will be held:

- indefinitely whilst you continue to use or benefit from our services

**Updated 29<sup>th</sup> June 2024.**

~~-should you stop using our services and there remains no interaction, your file and data will automatically be deleted after 4 years~~

**Updated 29<sup>th</sup> June 2024.**

-should you stop using our services and there remains no interaction, your file and all associated data will automatically be deleted after 7 years.

### **What this change to our Privacy Policy means for you as Clients:-**

- Any Client who had ceased to use our services, and from whom we had no interaction since 29<sup>th</sup> June 2020, your personal data will have already been deleted from our records.
- Any Client who, from the 30<sup>th</sup> June 2020 has ceased to use our services, and from whom we have received no interaction for a period up to but not exceeding 7 years (29<sup>th</sup> June 2027), your data will be retained in case of future reference. After 7 years, if we have still not received any interaction with a Client, their data will be deleted from our records. This revised policy will apply to Clients who have used our services between the 30<sup>th</sup> June 2020 and the 29<sup>th</sup> June 2024.

New Clients using our services from the 30<sup>th</sup> June 2024, please be advised that on advice from the Institute of Trichologists, we will now keep your data for a minimum period of 7 years, and depending on whether you continue to use our services, we may delete your data from our records after that 7-year period has expired.

- OR until **you** request **us** to **remove your data** from our records.

You are welcome to request your records to be amended or deleted at any time by emailing us at [sarah.smitherman@kenttrichologyclinic.co.uk](mailto:sarah.smitherman@kenttrichologyclinic.co.uk), or calling us on 01622 686393.

If you have any specific query regarding our Privacy Policy, please email [sarah.smitherman@kenttrichologyclinic.co.uk](mailto:sarah.smitherman@kenttrichologyclinic.co.uk)