

## **Privacy Policy**

### 1. Introduction

Haus of Skin is committed to protecting your privacy and safeguarding your personal information. This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you visit our clinic, use our website, or otherwise interact with us.

## 2. Personal Information We Collect

We collect the following types of personal information about you:

- Identification information: This includes your name, address, phone number, email address, and date of birth.
- Health information: This includes your medical history, treatment records, and prescription information.
- Financial information: This includes your payment information, such as your credit card number or bank account details.

We collect this information in a variety of ways, including:

- When you register as a patient at our clinic.
- When you make an appointment or schedule a procedure.
- When you fill out a form on our website.
- When you communicate with us by email, phone, or text message.

## 3. How We Use Your Personal Information

We use your personal information for the following purposes:

- To provide you with medical care.
- To bill you for your medical care.
- To communicate with you about your medical care.
- To improve the quality of our medical care.



• To comply with applicable laws and regulations such as UK GDPR.

We may also use your personal information for the following purposes, but only if we have your consent:

- To send you marketing communications.
- To share your personal information with third-party partner (see below for more information)

#### 4. Disclosure of Your Personal Information

We will not disclose your personal information to any third party without your consent, except in the following circumstances:

- To provide you with medical care. We may disclose your personal information to other healthcare providers who are involved in your care such as pathology laboratories, your GP, referring clinicians etc.
- To bill you for your medical care. We may disclose your personal information to insurance companies and other payers.
- To comply with applicable laws and regulations. We may disclose your personal information to government agencies or other entities only as required by law.

## 5. Security of Your Personal Information

We take reasonable steps to protect your personal information from unauthorised access, use, disclosure, alteration, or destruction. These steps include:

- Physical safeguards: We use security measures to protect our physical facilities from unauthorised access.
- Electronic safeguards: We use encryption and other security measures to protect your personal information when it is transmitted electronically.
- Administrative safeguards: We have policies and procedures in place to protect your personal information.



# 6. Your Rights

You have the following rights with respect to your personal information:

- The right to access your personal information.
- The right to rectify your personal information.
- The right to erase your personal information.
- The right to restrict the processing of your personal information.
- The right to data portability.
- The right to object to the processing of your personal information.

To exercise any of your rights, please contact us at medical@hausofskin.co.uk or call 02080585960.

# 7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make any material changes, we will notify you by email or by posting a notice on our website.

## 8. Contact Us

If you have any questions about this Privacy Policy, please contact us at:

Haus of Skin
22 Page Street
London
SW1P 4EN
02080585960
medical@hausofskin.co.uk

updated Feb 2024