

## Privacy Notice – Clinic by KC

*Last updated: 8th April 2025*

At **Clinic by KC**, your privacy is important to us. This privacy notice explains how we collect, use, store, and protect your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

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### 1. Who We Are

Clinic by KC is the **data controller** of the personal data you provide to us.

For any privacy-related queries, you can contact us at:

✉ [info@clinicbykc.com](mailto:info@clinicbykc.com)

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### 2. What Information We Collect

When you book a treatment, make an enquiry, or interact with us, we may collect the following personal information:

- Full name
- Email address
- Phone number
- Appointment details or enquiry information
- Medical history and skin concerns (if relevant to a treatment)

We only collect data that is necessary to provide our services to you safely and effectively.

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### 3. How We Use Your Information

We use your personal information to:

- Book and manage your appointments
- Respond to enquiries
- Provide personalised skincare or treatment plans
- Maintain accurate client records
- Send relevant communications (e.g., booking confirmations, follow-ups)

We may also use anonymised data for service improvement.

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## 4. Legal Basis for Processing

We process your data on the following lawful bases:

- **Consent** – when you agree to receive marketing or provide sensitive information voluntarily
- **Contract** – to provide services you have requested
- **Legal obligation** – to comply with relevant health or financial record-keeping regulations
- **Legitimate interests** – for safe business operations and customer service

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## 5. How Long We Keep Your Data

We retain your data only for as long as necessary:

- Client records: up to 7 years (in line with industry and insurance standards)
- Enquiry data: up to 12 months if no booking is made
- Marketing preferences: until you unsubscribe or withdraw consent

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## 6. Your Rights Under UK GDPR

You have the right to:

- Access the data we hold about you
- Request correction of inaccurate data
- Request deletion (where legally applicable)
- Restrict or object to processing
- Request a copy of your data (data portability)
- Withdraw consent at any time (for example, for marketing)

To exercise any of these rights, please email **info@clinicbykc.com**.

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## 7. Sharing Your Information

We do **not sell, rent, or trade** your personal information with third parties.

We may share your data with trusted providers who help us run our services (e.g. booking platforms or email services), but only under strict confidentiality agreements.

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## 8. Cookies and Website Use

Our website uses cookies to ensure a smooth user experience and help us understand how visitors use our site.

Cookies are small text files stored on your device. You can manage or disable cookies in your browser settings at any time. For more details, see our Cookie Policy.

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## 9. International Data Transfers

We do not transfer your personal data outside the UK or European Economic Area (EEA) unless appropriate safeguards are in place, and you have given explicit consent.

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## 10. Contact Us

If you have any questions or concerns about how we handle your data, please contact us:

 [info@clinicbykc.com](mailto:info@clinicbykc.com)

If you are unhappy with how we have handled your data, you also have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**:

 [www.ico.org.uk](http://www.ico.org.uk)