



DERMALINE
AESTHETICS

Skin Club Membership Privacy Policy

INTRODUCTION

At Dermaline Aesthetics, we are committed to protecting your privacy and personal data. This Privacy Policy explains how we collect, use, and protect your information when you enroll in our Skin Club Membership.

DATA CONTROLLER

Dermaline Aesthetics is the data controller for your personal information.

Contact: info@dermalineaesthetics.co.uk | 07890197642

INFORMATION WE COLLECT

We collect the following personal data for membership enrollment:

- Personal details (name, address, date of birth, contact information)
- Emergency contact information
- Payment card details for recurring monthly payments
- Medical history and health information
- Treatment preferences and consultation notes
- Before/after photographs (with your consent)

HOW WE USE YOUR INFORMATION

We use your personal data to:

- Process your membership enrollment and monthly card payments
- Provide safe and appropriate treatments based on your medical history
- Send appointment reminders and membership communications
- Process birthday facial bookings and exclusive offers
- Maintain treatment records as required by professional standards
- Send marketing communications (only with your explicit consent)

LEGAL BASIS FOR PROCESSING

We process your data under the following legal bases:

- Contract performance (membership services and payments)
- Legitimate interests (treatment safety and clinic operations)
- Consent (marketing communications and photography)
- Legal obligation (professional record-keeping requirements)

DATA SHARING

We do not sell or share your personal data with third parties except:

- Stripe (our payment processor) for secure card payment processing
- Professional bodies if required for regulatory compliance
- Emergency services if medically necessary
- Legal authorities if required by law

DATA SECURITY

Your personal information is protected by:

- Secure storage systems and encrypted data transmission
- Stripe's PCI DSS compliant payment processing (card details not stored by clinic)
- Access limited to authorised personnel only
- Regular security reviews and updates
- Professional confidentiality standards

DATA RETENTION

We retain your personal data for:

- Membership records: Duration of membership plus 7 years
- Medical records: 8 years from last treatment (professional requirement)
- Marketing consent: Until you withdraw consent
- Financial records: 6 years for tax purposes
- Card payment data: Processed by Stripe, not stored by clinic

YOUR RIGHTS

Under GDPR, you have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion of your data (subject to legal requirements)
- Restrict or object to processing

- Data portability
- Withdraw consent for marketing at any time

To exercise these rights, contact us at info@dermalineaesthetics.co.uk

MARKETING COMMUNICATIONS

- We will only send marketing emails with your explicit consent
- You can unsubscribe at any time using the link in our emails
- We may send membership-related communications as part of our service
- Your consent can be withdrawn without affecting your membership

PHOTOGRAPHY CONSENT

- Before/after photographs are taken for treatment records only
- Photos are stored securely and accessed by authorised personnel only
- You may withdraw photo consent, but existing photos may be retained for medical records
- Photos will not be used for marketing without separate explicit consent

PAYMENT PROCESSING

- Card payments are processed securely through Stripe
- We do not store your full card details on our systems
- Stripe maintains PCI DSS compliance for payment security
- Payment data is processed in accordance with Stripe's privacy policy

COMPLAINTS

If you have concerns about how we handle your data:

1. Contact us directly at info@dermalineaesthetics.co.uk
2. Contact the Information Commissioner's Office (ICO) at ico.org.uk

UPDATES TO THIS POLICY

We may update this Privacy Policy from time to time. Changes will be communicated via email or posted on our website at www.dermalineaesthetics.co.uk

CONTACT US

For any privacy-related questions:

Email: info@dermalineaesthetics.co.uk
Phone: 07890197642
Website: www.dermalineaesthetics.co.uk

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