

# Privacy Policy – Medical Records

## Commitment to Privacy

The appropriate collection, use and disclosure of patients' personal health information is fundamental to my patient care.

Protecting the privacy and the confidentiality of patient personal information is important to The Skin Nurse.

As The Skin Nurse, I strive to provide all my patients/clients with excellent care and service. Every member of The Skin Nurse must abide by our commitment to privacy in the handling of personal information.

## Applicability of This Privacy Policy

Our Privacy Policy attests to our commitment to privacy and demonstrates the ways we ensure that patient privacy is protected. Our Privacy Policy applies to the personal health information of all our patients that is in our possession and control.

## What is Personal Health Information?

Personal health information means identifying information about an individual relating to their physical and health history, plus the details of procedures I provide to the individual.

## The 10 Principles of Privacy

This Privacy Policy reflects our compliance with fair information, The Skin Nurses, applicable laws and standards of The Skin Nurse.

### 1. Accountability

I take my commitment to securing patient privacy very seriously.

### 2. Identifying Purposes: Why We Collect Information

I ask my patients/clients for information to establish a relationship and serve individual needs. I obtain most of the information about you directly from you, using our online booking system Bookly and the on/offline consultation form you might complete, or from other health practitioners whom you have seen and authorised to disclose to us. You are entitled to know how we use your information. I will limit the information we collect to what I need for those purposes, and I will use it only for those purposes. I will obtain your consent if we wish to use your information for any other purpose.

### 3. Consent

You have the right to determine how your personal health information is used and disclosed. For most health care purposes, your consent is implied as a result of your consent to treatment, however, in all circumstances express consent must be written.

#### **4. Limiting Collection**

I collect information by fair and lawful means and collect only that information which may be necessary for purposes related to the provision of your medical care.

#### **5. Limiting Use, Disclosure and Retention**

The information I request from you is used for the purposes defined. I will seek your consent before using the information for purposes beyond the scope of the posted Privacy Statement.

Under no circumstances would I sell patient lists or any other personal information to third parties. I will retain your information only for the time it is required for the purposes we describe and once your personal information is no longer required, it will be destroyed.

#### **6. Accuracy**

I endeavour to ensure that all decisions involving your personal information are based upon accurate and timely information. While I will do my best to base our decisions on accurate information, I rely on you to disclose all material information and to inform us of any relevant changes.

#### **7. Safeguards: Protecting Your Information**

I protect your information with appropriate safeguards and security measures. The Skin Nurse maintains personal information in a combination of paper and electronic files. Recent paper records concerning individuals' personal information are stored in locked files kept onsite at our office. Older records may be stored securely offsite.

Access to personal information will be authorised only for the physicians and employees associated with The Skin Nurse.

Our computer systems and booking system, Bookly, are password-secured and constructed in such a way that only authorised individuals can access secure systems and databases.

If you send us an e-mail message that includes personal information, such as your name included in the "address", we will use that information to respond to your inquiry. Please remember that e-mail is not necessarily secure against interception. If your communication is very sensitive, you should not send it electronically unless the e-mail is encrypted or your browser indicates that the access is secure.

#### **8. Openness: Keeping You Informed**

The Skin Nurse has prepared this plain-language Privacy Policy to keep you informed.

If you have any additional questions or concerns about privacy, I invite you to contact us by email and I will address your concerns to the best of our ability.

#### **9. Access and Correction**

With limited exceptions, I will give you access to the information I retain about you within a reasonable time, upon presentation of a written request and satisfactory identification.

If you find errors of fact in your personal health information, please notify us as soon as possible and I will make the appropriate corrections.

## **10. Challenging Compliance**

I encourage you to contact me with any questions or concerns you might have about your privacy or our Privacy Policy. I will investigate and respond to your concerns about any aspect of our handling of your information.

Louise Walsh

The Skin Nurse

82 Waldegrave Rd

Teddington

TW11 8NY

[contact@theskinnurse.co.uk](mailto:contact@theskinnurse.co.uk)

07779 113416

## Privacy Policy - Shop

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from <https://theskinnurse.co.uk>

### PERSONAL INFORMATION WE COLLECT

Like most websites, when you visit the site: <http://www.theskinnurse.co.uk>, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

We collect device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, known as ‘order information’ including your name, billing address, shipping address, payment information (including credit card numbers, email address, and phone numbers) through Stripe and WooCommerce. We also collect your information using our email marketing platform, Mailchimp, and may contact you from time to time with offers and news. You can unsubscribe from these at any time within the email.

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

### HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Order Information that we collect generally to fulfil any orders placed through the site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

Communicate with you; Screen our orders for potential risk or fraud; and when in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our site; for example, by

generating analytics about how our customers browse and interact with the site, and to assess the success of our marketing and advertising campaigns.

#### SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. We also use Google Analytics to help us understand how our customers use the Site-- you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

#### YOUR RIGHTS

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfil contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above.

#### DATA RETENTION

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

#### MINORS

The Site is not intended for individuals under the age of 18.

#### CHANGES

I may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

#### CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [contact@theskinnurse.co.uk](mailto:contact@theskinnurse.co.uk) or by mail using the details provided below:

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The Skin Nurse  
82 Waldegrave Rd  
Teddington

TW11 8NY

[contact@theskinnurse.co.uk](mailto:contact@theskinnurse.co.uk)

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