

**PRIVACY POLICY Dr Nichola Maasdorp No4 Clinic  
(UPDATED for GDPR 2018)  
- incorporates website confidentiality policy and cookie policy**

Dr N.Maasdorp hereinafter referred to as us/our/ the organisation is committed to providing a confidential service to its users. No information given to us will be shared with any other organisation or individual without the user's expressed permission.

For the purpose of this policy, confidentiality relates to the transmission of personal, sensitive or identifiable information about individuals or organisations (confidential information), which comes into the possession of us through its work.

The Organisation holds personal data about its staff, users, members etc which will only be used for the purposes for which it was gathered and will not be disclosed to anyone outside of the organisation without prior permission.

All personal data will be dealt with sensitively and in the strictest confidence internally and externally.

**Purpose**

The purpose of the Confidentiality Policy is to ensure that all staff, members, volunteers and users understand the Organisations requirements in relation to the disclosure of personal data and confidential information.

This Privacy Policy sets out how we collect personal information from you and how the personal information you provide will be processed by us. By visiting our website you are accepting and consenting to the practices described in this Privacy Policy. If you do not consent, please do not submit any personal data to us.

**Principles and how we use your data**

- All personal paper-based and electronic data must be stored in accordance with the GDPR Regulations May 2018 and must be secured against unauthorised access, accidental disclosure, loss or destruction.
- All personal paper-based and electronic data must only be accessible to those individuals authorised to have access.
- Information you give us: You may give us information about you by completing enquiry forms on the website, using the online chat functionality if available, by requesting via the website that we send you marketing information or by booking appointments through the online booking portal as applicable. The information you give us may include your name, email address, address/location, phone number, credit card details (in the case of online bookings) and date of birth.
- We will retain this information while we are corresponding with you or providing services to you or to a Patient you represent. We will retain this information for 10 years following the guidelines set out in the Records Management Code of Practice for Health and Social Care 2016. We will not hold onto your or your patients' personal data for longer than is necessary for the purpose for which it was collected

including for the purposes of satisfying any legal, accounting, reporting, support or treatment requirements.

### **Information we collect about you**

We may collect the following information from you when you visit the website:

- Technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform; and
- Information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from the website (including date and time), products you viewed or searched for, page response times, website errors, length of visits to certain pages, page interaction information, methods used to browse away from the page and any phone number used to call our helpline. We retain this information for 2 years.
- Information we receive from other sources: This includes information we receive about you when you use other websites operated by us or other services we provide. This information may include your name, email address, postal address, phone number and date of birth. We will retain this information for 10 years following the guidelines set out in the Records Management Code of Practice for Health and Social Care 2016. We will not hold onto your or your patients' personal data for longer than is necessary for the purpose for which it was collected including for the purposes of satisfying any legal, accounting, reporting, support or treatment requirements.
- Cookies: The Website uses cookies to distinguish you from other users of the website. For detailed information on the cookies we use and the purposes for which we use them, please see our cookie policy attached as a post-script to this document.

### **Use Made of the Information**

We may use the information we receive and/or collect about you to:

- Fulfil our obligations under any contract we have entered into with you or with a Patient you represent, and to provide you or the relevant Patient with information or services you or the Patient has requested Send you newsletters and marketing information if you have consented to us doing so
- Notify you of products and services we feel may interest you, or permit third parties to do so if you have provided the appropriate consent
- Aid in internal training
- Monitor website usage and provide statistics to third parties for the purposes of improving and developing the website and the services we provide via the website.

We process personal information for certain legitimate business purposes, which include some or all the following:

Where the processing enables us to enhance, modify, personalise or otherwise improve the website, its services or communications

- To identify and prevent fraud
- To enhance the security of our network and information systems
- To better understand how people interact with our websites

- To administer the website and carry out data analysis, troubleshooting and testing; and
- To determine the effectiveness of promotional campaigns and advertising

If we obtain consent from you to do so, we may provide your personal details to third parties so that they can contact you directly in respect of services in which you may be interested. For instance an onward referral to another cosmetic specialist.

Where we are processing personal data we have obtained via the website on the basis of having obtained consent from you, you have the right to withdraw your consent to the processing of your personal data at any time. If you would like to withdraw your consent or prefer not to receive any of the above-mentioned information (or if you only want to receive certain information from us) please let us know by contacting us. Please bear in mind that if you object, this may affect our ability to carry out the tasks above for your benefit.

If you wish to have your information removed from our database or if you do not want us to contact you for marketing purposes, please let us know by clicking the “Unsubscribe” option in any email we send to you and providing the details requested or by contacting us and we will take steps to ensure that this information is deleted as soon as reasonably practicable.

We will not share, sell or distribute any of the information you provide to us (other than as set out in this policy) without your prior consent, unless required to do so by law.

### **Your Rights in Respect to Your Data**

If any of the information you provide to us via the website changes, please let us know as soon as possible so that we can make the necessary changes to the information we hold for you on our database. If you wish to make any changes to your information, please contact us via our website contacts.

If you wish to access or rectify the information we hold about you, or request that such information be transmitted directly to another data controller, please contact us via the following webpage. We shall process your request to access your information within one month of receipt, or we’ll let you know within that timeframe if we need more information from you. We will process your request free of charge.

To request that your information is deleted or if you wish to restrict or object to the processing of your information, please contact us via the webpage details.

If you have any complaints about our use of your personal data, please contact us. You also have the right to complain to the relevant supervisory authority in your jurisdiction. In the UK, the supervisory authority is the Information Commissioner’s Office. Contact details for the ICO can be found at <https://ico.org.uk/>.

If you have any further queries or comments on our Privacy Policy, please contact us via the webpage. We also welcome your views about our website and our Privacy Policy.

### **Statistical Recording**

The Organisation is committed to effective statistical recording of the use of its services in order to monitor usage and performance.

All statistical records given to third parties, such as to support funding applications or monitoring reports for the local authority shall be produced in anonymous form, so individuals cannot be recognised.

## **Records**

All records are kept in locked filing cabinets or encrypted form for digital data relating to medical records. Any information relating to service users will be left in locked drawers or in the case of digital contact details be password protected. This includes notebooks, copies of correspondence and any other sources of information.

## **Breaches of Confidentiality**

The Organisation recognises that occasions may arise where individual workers feel they need to breach confidentiality. Confidential or sensitive information relating to an individual may be divulged where there is risk of danger to the individual, a volunteer or employee, or the public at large, or where it is against the law to withhold it. In these circumstances, information may be divulged to external agencies e.g. police or social services on a need to know basis.

Where a worker feels confidentiality should be breached the following steps will be taken:

- The worker should raise the matter immediately with Dr Maasdorp.
- The worker must discuss with Dr Maasdorp the issues involved in the case and explain why they feel confidentiality should be breached and what would be achieved by breaching confidentiality. Dr Maasdorp should take a written note of this discussion.
- Dr Maasdorp is responsible for discussing with the worker what options are available in each set of circumstances.
- Dr Maasdorp is responsible for making a decision on whether confidentiality should be breached. Dr Maasdorp decides that confidentiality is to be breached then they should take the following steps:

Dr Maasdorp should contact her medical defence organisation for advice and this should be strictly adhered to and a record made in the patient file of any actions taken and consequences thereof.

## **Legislative Framework**

The Organisation will monitor this policy to ensure it meets statutory and legal requirements including the GDPR Regulations , Children's Act, Rehabilitation of Offenders Act and Prevention of Terrorism Act. Training on the policy will include these aspects.

## **Ensuring the Effectiveness of the Policy**

All staff will receive a copy of the confidentiality policy. Existing and new workers will be introduced to the confidentiality policy via induction and training. The policy will be reviewed annually and amendments will be proposed and agreed by Dr Maasdorp.

## **Non-adherence**

Breaches of this policy will be dealt with under the Grievance and/or Disciplinary procedures as appropriate.

## **OTHER RELATED POLICIES**

### **Confidentiality Policy ( contains some overlapping information with our privacy policy)**

When we process your personal data we are required to comply with the Data Protection Act 1998 ("DPA") up to and including 24 May 2018, and from 25 May 2018, the General Data Protection Regulation 2016 ("GDPR") (the DPA and GDPR are together referred to as the "Data Protection Legislation").

Your personal data includes all the information we hold that identifies you or is about you, for example, your name, email address, postal address, date of birth, location data and in some cases opinions that we document about you, as well as special categories of data including but not limited to medical and health records and care plans.

Everything we do with your personal data counts as processing it, including collecting, storing, amending, transferring and deleting it. We are therefore required to comply with the Data Protection Legislation to make sure that your information is properly protected and used appropriately.

This fair processing notice provides information about the personal data we process, why we process it and how we process it.

**Our responsibilities**

Dr Maasdorp is the data controller of the personal data you provide. Due to the nature and size of the organisation the clinic is not legally required to appoint a data control officer.

**Why do we process your personal data?**

We process your personal data in order to provide you with the services you have requested, to fulfil the contract we have entered into with you and/or to receive services or goods from you. We may also process your personal data to respond to any queries or comments you submit to us and to correspond with you on a day to day basis.

We may need personal data from you to be able to provide services to you, to meet our legal obligations, to enter into a contract with you and/or to provide you with all the

information you need. If we do not receive the personal data from you, we may be unable to fulfil our obligations to you.

We process most of your information on the grounds of consent from you, legitimate interests (such as for the provision of dental and related health and care education and communication; improving, maintaining, providing and enhancing our services; and for our marketing activities), performance of a contract we have entered into with you, protection of the vital interests of a Data Subject or, in the case of special categories of data, processing for the provision of health or social care or treatment or the management of health or social care systems or services.

If we obtain consent from you to the processing of your personal data, you can withdraw your consent at any time. This won't affect the lawfulness of any processing we carried out prior to you withdrawing your consent.

Who will receive your personal data?

We only transfer your personal data to the extent we need to. Recipients of your personal data may include selected members of our staff if relevant to your care and/or other medical health professionals as relevant to your care.

If it is necessary to release information about you:

- We will obtain your consent first, where possible and make sure you understand what information is being released, why and any likely consequences.
- We will release the minimum required.
- We will be prepared to justify our decisions and follow on action.

If we use your information (eg. photographs/ testimonies) for teaching or marketing purposes we will gain your consent and ensure you cannot be identified from the information released unless we have received consent from you to do otherwise.

Exceptional circumstances

Responsibility for disclosure rests with your clinician only. Under no circumstances will any other member of our staff make such a decision.

There may be some circumstances when the clinician feels it would be in the public interest to breach confidentiality. In such cases we will seek advice from our indemnifier before releasing any information to a third party.

A court may order us to release information without a patient's consent. If so, we will only release the minimum information.

We may use the following third party service providers to process and store your data: SurveyMonkey, iConsult and Mailchimp, which we use to manage email marketing subscriber lists, patient medical records and send emails to you (read their privacy policies here Mailchimp, SurveyMonkey, <http://iconsult.global/privacy-policy/>). We will not share your personal information with or sell it to third-party marketers.

We don't transfer your personal data outside of the EEA.

How long will we keep your personal data?

We will retain your personal data for 10 years following the guidelines set out in the Records Management Code of Practice for Health and Social Care 2016. We retain your information for this period in case any issues arise or in case you have any queries. Your information will be kept securely at all times. Following the end of the 10 year period, your files and personal data we hold about you will be reviewed to determine whether the records should be retained for a further period or deleted. If we are required to obtain your consent to process your personal data, any information we use for this purpose will be kept until you withdraw your consent, unless we are entitled to retain the personal data on the basis of other grounds set out in the Data Protection Legislation.

What are your rights?

You benefit from a number of rights in respect of the personal data we hold about you.

We have summarised the rights which may be available to you below, depending on the

grounds on which we process your data. More information is available from the Information Commissioner's Office website (<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>). These rights apply for the period in which we process your data.

- Access to your data

You have the right to ask us to confirm that we process your personal data, as well as having the right to request access to/copies of your personal data. You can also ask us to provide a range of information, although most of that information corresponds to the information set out in this fair processing notice.

A request to see records or for a copy will be referred to your clinician first.

We will provide the information free of charge unless your request is manifestly unfounded or excessive or repetitive, in which case we are entitled to charge a reasonable fee. We may also charge you if you request more than one copy of the same information.

We will provide the information you request as soon as possible and in any event within one month of receiving your request. If we need more information to comply with your request, we will let you know.

- Rectification of your data

If you believe personal data we hold about you is inaccurate or incomplete, you can ask us to rectify that information. We will comply with your request within one month of receiving it unless we don't feel it is appropriate, in which case we will let you know why. We will also let you know if we need more time to comply with your request.

- Right to be forgotten

In some circumstances, you have the right to ask us to delete personal data we hold about you. This right is available to you:

- Where we no longer need your personal data for the purpose for which we collected it
- Where we have collected your personal data on the grounds of consent and you withdraw that consent
- Where you object to the processing and we don't have any overriding legitimate interests to continue processing the data Where we have unlawfully processed your personal data (i.e. we have failed to comply with GDPR); and
- Where the personal data has to be deleted to comply with a legal obligation

There are certain scenarios in which we are entitled to refuse to comply with a request. If any of those apply, we will let you know.

- Right to restrict processing

In some circumstances, you are entitled to ask us to suppress processing of your personal data. This means we will stop actively processing your personal data but we don't have to delete it. This right is available to you:

- If you believe the personal data we hold isn't accurate – we will cease processing it until we can verify its accuracy
- If you have objected to us processing the data – we will cease processing it until we have determined whether our legitimate interests override your objection
- If the processing is unlawful; or
- If we no longer need the data but you would like us to keep it because you need it to establish, exercise or defend a legal claim.
- Data portability

You have the right to ask us to provide your personal data in a structured, commonly used and machine-readable format so that you are able to transmit the personal data to another data controller. This right only applies to personal data you provide to us:

- Where processing is based on your consent or for performance of a contract (i.e. the right does not apply if we process your personal data on the grounds of legitimate interests); and
- Where we carry out the processing by automated means.

We will respond to your request as soon as possible and in any event within one month from the date we receive it. If we need more time, we will let you know.

- Right to object

You are entitled to object to us processing your personal data:

- If the processing is based on legitimate interests or performance of a task in the public interest or exercise of official authority; and/or
- For direct marketing purposes (including profiling); and/or
- For the purposes of scientific or historical research and statistics.

In order to object, you must have grounds for doing so based on your particular situation. We will stop processing your data unless we can demonstrate that there are compelling legitimate grounds which override your interests, rights and freedoms or the processing is for the establishment, exercise or defence of legal claims.

Automated decision making

Automated decision making means making a decision solely by automated means without any human involvement. This would include, for example, an online credit reference check that makes a decision based on information you input without any human involvement. It would also include the use of an automated clocking-in system that automatically issues a warning if a person is late a certain number of times (without any input from HR, for example).

We don't carry out any automated decision making using your personal data.

Your right to complain about our processing

If you think we have processed your personal data unlawfully or that we have not complied with GDPR, you can report your concerns to the supervisory authority in your jurisdiction. The supervisory authority in the UK is the Information Commissioner's Office ("ICO"). You can call the ICO on 0303 123 1113 or get in touch via other means, as set out on the ICO website – <https://ico.org.uk/concerns/>.

Any questions?

If you have any questions or would like more information about the ways in which we process your data, please contact Dr N Maasdorp on her email [info@nichola-maasdorp-no4.co.uk](mailto:info@nichola-maasdorp-no4.co.uk).

## **Cookie policy**

This site uses cookies – small text files that are placed on your machine to help the site provide a better user experience. In general, cookies are used to retain user preferences, store information for things like shopping carts, and provide anonymised tracking data to third party applications like Google Analytics. As a rule, cookies will make your browsing experience better.

However, you may prefer to disable cookies on this site and on others. The most effective way to do this is to disable cookies in your browser. We suggest consulting the Help section of your browser or taking a look at the About Cookies website which offers guidance for all modern browsers.

Cookies

"Cookies" are used in some areas to make our website user-friendly and to customise it to fit your needs in an optimal way. "Cookies" are small text files stored locally on the hard drive of your computer. They are there to keep available information for retrieval at a later time in order to facilitate the use of our online services. When your visit is over and you close the browser you were using cookies are deleted automatically.

## Web Tracking

When using our website, we also use cookies to allow for the analysis of your use of the website (web tracking). The information generated by the cookies about your use of our website (search engines used, search terms used, languages used, visitors origins by country, browser and plugins used, the referrer, the length of stay, entry and exit pages, cancellation rates and IP address) is anonymous and used solely for statistical purposes. This information is used separately from Personal Data. The two sets of data are not merged; therefore, they are not indicative of Personal Data and one cannot generate any such conclusions therefrom.

## Google Analytics

This website uses Google Analytics, a Google Inc. ("Google") provided web analysis service. Google Analytics uses "cookies" – small text files stored on your hard drive to enable an analysis of your use of the website. Cookies-generated information concerning your use of the website is transmitted to and stored on one of Google's servers in the US.

However, by activation of the IP anonymisation on this website your IP address will be abbreviated beforehand by Google within Member States of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases is the complete IP address transmitted to a Google server in the US and abbreviated there.

On behalf of this website's operator, Google will use this information to evaluate your use of the website, compiling website activity reports and providing the website's operator with further website and Internet related services. The abbreviated IP address transmitted in the context of Google Analytics by your browser is not associated with any other data held by Google.

You may prevent the storage of cookies by adjusting your browser's software settings; in this case however, we must point out that you might not be able to access the full extent of all of the website's features.

Additionally you can prevent the cookie-generated data concerning your use of the website (including your abbreviated IP address) from being transferred and processed by Google by downloading and installing the browser plugin available under the following link: <https://tools.google.com/dlpage/gaoptout?hl>

## Approval or Rejection of Cookies

You can approve or reject the use of cookies – also for web tracking – through the settings of your web browser. You can set your browser so that it either notifies you when cookies are being enabled or reject cookies altogether. However, when you reject cookies you cannot use all the features of our website. The following links allow you to inquire about this possibility for the most popular browsers:

Internet Explorer: <http://support.microsoft.com/gp/cookies/en>

Firefox: <http://support.mozilla.com/en-US/kb/Cookies>

Google Chrome: <http://www.google.com/support/chrome/bin/answer.py?hl=en&answer=95647>

Safari: <http://docs.info.apple.com/article.html?path=Safari/3.0/en/9277.html>

Opera: <http://www.opera.com/browser/tutorials/security/privacy>