

Privacy Policy for www.drfelicity.co.uk

Effective Date: 1 August 2025

Welcome to www.drfelicity.co.uk (the “Site”). This privacy policy explains how we collect, use, store, and protect your personal information when you use our services.

1. Who We Are

This website is operated by Dr Felicity and her team, offering medical aesthetics services and training. We are committed to safeguarding your personal data in compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

If you have any questions about this policy or your data, please contact us at:

 **Email:** hello@drfelicity.co.uk

2. What Information We Collect

We may collect and process the following types of personal data:

- **Identity Data:** Full name, date of birth, gender
 - **Contact Data:** Email address, phone number, postal address
 - **Medical Data:** Relevant medical history, allergies, medications (for treatment purposes)
 - **Booking & Transaction Data:** Appointment history, payment method (we do not store full card details)
 - **Technical Data:** IP address, browser type, device info, cookies
 - **Marketing Data:** Your preferences for receiving marketing communications
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3. How We Collect Your Data

We collect data through:

- Online booking forms
 - Contact forms and email correspondence
 - In-clinic consultations and consent forms
 - Newsletter opt-ins
 - Cookies and analytics tools (e.g. Google Analytics)
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4. How We Use Your Data

We use your personal data for the following purposes:

- To provide safe and appropriate treatment
 - To manage appointments and bookings
 - To send updates about your treatment or our services
 - To process payments
 - To respond to enquiries
 - To send marketing emails (only if you've opted in)
 - To improve the functionality and performance of our website
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5. Marketing Communications

If you opt in, we may send you occasional emails about new treatments, training events, offers, or clinic news. You can unsubscribe at any time by clicking the link in our emails or contacting us directly.

6. Sharing Your Data

We do **not** sell or share your data with third parties for marketing. We may share your data with trusted service providers who help us run our business (e.g. payment processors, booking platforms), only where necessary and under strict confidentiality.

7. Your Rights

Under data protection law, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate or incomplete data
- Request erasure of your data (“right to be forgotten”)
- Object to or restrict certain types of data processing
- Withdraw consent at any time (where consent is the basis for processing)
- Lodge a complaint with the **Information Commissioner’s Office (ICO)**

You can exercise your rights by contacting: **hello@drfelicity.co.uk**

8. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes we collected it for, including legal, accounting, and insurance requirements. Medical records are typically kept for **7 years** after your last appointment in line with industry guidelines.

9. Security of Your Data

We take appropriate technical and organisational measures to protect your data from unauthorised access, loss, or misuse. These include encrypted storage, access controls, and secure data handling practices.

10. Cookies and Website Analytics

Our website uses cookies to improve your browsing experience and collect anonymised analytics data. You can manage or disable cookies through your browser settings.

11. Changes to This Policy

We may update this policy occasionally. The latest version will always be posted on this page with the updated effective date.

Thank you for trusting www.drFelicity.co.uk with your data.