

# Dermashine Healthcare Ltd

## Terms, Conditions & Privacy Policy

Dermashine Healthcare Ltd understands that your privacy is important to you and that you care about how your personal data is used. We are committed to protecting your privacy when dealing with personal information and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information.

All information you provide to Dermashine Healthcare Ltd will be kept completely confidential.

No information will be passed on to a third party, without your written consent (including email consent via a verified email address).

Your consultation will occur in a closed room and chaperones are available on request or when appropriate.

### PRICE CHANGES FOR PRODUCTS AND SERVICES

There may be occasions where price changes are implemented and these can occur without warning. However, we will uphold the advertised price on the day of your booking.

### COMPLAINTS

Our aim is to be as open as possible with all our patients and we will try our utmost to deliver the best service possible. We recommend feedback from all our patients so that we can ensure we continue to deliver the best service possible. We would actively encourage you to inform us of any dissatisfaction immediately so that we may address them without any delay.

#### Informal Complaints

If you have a complaint or are dissatisfied with our service, please inform the most senior staff member available before leaving the premises and we will try our best to resolve the situation informally before you leave the Clinic.

#### Formal Complaints

If you are not fully satisfied, you can put your concerns in writing to us (reception will give you a copy of our complaints procedure and who to address your complaint to).

If you have any further questions that you would like answered, please call us or email us.

By accessing our website and services, you accept the below terms and conditions in full. If you do not accept these terms and conditions, please do not use this site or services.

### DISCLAIMER

DermaShine Healthcare Ltd is registered with the Care Quality Commission. Dermashine Healthcare Ltd has taken all reasonable steps to ensure that the information contained within these pages is accurate and up-to-date, and accepts no liability for any error or omissions appearing in this site.

We may alter the terms and conditions from time to time, so it is important for you to review them regularly. Your continued use of this website will constitute acceptance of any changes made.

It is our policy to inform patients in advance of what the charges are for all your services, treatments and investigations, and that these are offered with your full consent.

Our website contains general medical information. The medical information is not advice and should not be treated as such and is provided without any representations or warranties, express or implied.

You must not rely on the information on our website as an alternative to medical advice from your doctor or other medical professional.

DermaShine Healthcare Ltd makes all reasonable attempts to exclude viruses from the website, but we cannot guarantee that the website will be virus free and accept no liability in the unlikely event that the website is not virus free. Users are advised to take appropriate safeguards before downloading information from this website.

Our website contains hypertext links to third party websites. Dermashine Healthcare Ltd cannot provide any warranty to the accuracy or source of information contained on these websites.

## EMAIL ENQUIRIES AND COMMUNICATION

DermaShine Healthcare Ltd will make every effort to ensure that our internet protocols are secure. However, email is, by its nature, unsafe and DermaShine Healthcare Ltd will take no responsibility for transmitting data electronically.

If you request clinical information on our services, this will be transmitted back to your email address unless you explicitly request that we send this information to you via a different method, such as by post.

By sending us your details (including your health records), you consent and accept that we may need to forward this information electronically (or otherwise) to third parties if you ask us to do so (which you can do via email confirmation).

Upon registering with us, either electronically or in person (written) at the surgery, you will sign a consent form to give full permission for DermaShine Healthcare Ltd to communicate with you via email for clinical as well as non clinical information containing your personal details.

DermaShine Healthcare Ltd will make every effort to ensure we have your correct and up to date email address for all communications, but as the user, it will be your responsibility to ensure that we have your correct email address on file for you. DermaShine Healthcare Ltd takes no responsibility for inaccurate non clinical information stored on your records.

If you do not want to be communicated with via email, it will be your responsibility to give DermaShine Healthcare Ltd written instructions not to communicate with you in this way.

Furthermore, Consent obtained via a confirmed verified email address will be used as explicit consent for your instructions (such as release of information to a third party).

PLEASE NOTE – We are always trying to improve our service. Hence any comments you write to us via our email service may be used on our website to improve feedback for our patients. This will be fully anonymised unless you give us explicit written instructions (even via email) to the contrary.

## PAYMENT/FINANCE DETAILS

We use your payment details to process orders payments only. We do not use your information for any purpose you have not authorised and we always seek your consent in order to process any payment transaction. We process credit and debit card transactions following the Payment Card Industry Data Security Standard ([PCI DSS](#)).

## 1. INFORMATION ABOUT US

DermaShine Healthcare Ltd is a limited company providing private medical and healthcare services and is registered in England under company number 07343392

Registered address: 34 Courtenay Road Newton Abbot, Devon, TQ12 1HF

Email address: [client@dermashine.co.uk](mailto:client@dermashine.co.uk)

Telephone number: 01392690777

Postal Address: 34 Denmark Road, Exeter, EX1 1SE

We are regulated by The Care Quality Commission (CQC)

## 2. WHAT DOES THIS NOTICE COVER?

This Privacy Notice & Cookie Policy explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

## 3. WHAT IS PERSONAL DATA?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) as “any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier”.

Personal data is, in simple terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

## 4. WHAT ARE MY RIGHTS?

Under the GDPR, you have the following rights, which we will always work to uphold:

- The right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.
- The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.
- The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of certain personal data that we have. Please contact us using the details in Part 11 to find out more. Please note that this may be constrained by our own statutory obligation to retain financial and professional records.
- The right to restrict (i.e. prevent) the processing of your personal data.
- The right to object to us using your personal data for a particular purpose or purposes.
- The right to data portability: to ask for the personal information you have made available to us to be transferred to you or a third party
- Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

## 5. WHAT PERSONAL DATA DO YOU COLLECT?

We may collect some or all of the following personal data through your contact with us including by phone, by email, through our websites, by post, by filling in application or other forms, through social media or in person (for example, in medical consultations, diagnosis and treatment). This may vary according to your relationship with us and the purposes for which you engage our services or purchase our products:

Standard personal information: for example, information we use to contact you, identify you or manage our relationship with you such as name; date of birth; and/or age; gender; address; email address; contact telephone number; business name, employment or profession; job title; payment information.

Special category information: Information about your health such as medical history, vaccination history, laboratory test results

Your personal data may also be collected from third parties (anyone acting on your behalf) such as:

Your parent or guardian, if you are under 18 years' old

Your employer, if you are covered by a contract for services your employer has taken out or if we are providing occupational health services

Your health insurance provider

Laboratories and imaging centres processing your test results

Your NHS GP, other doctors, clinicians, healthcare professionals and providers (for example specialist medical professionals pursuant to a referral made at your request)

## 6. HOW DO YOU USE MY PERSONAL DATA?

Under the GDPR, we must always have a lawful basis for using your personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it.

We process your personal information for a number of legitimate reasons, including managing all aspects of our relationship with you, to help us improve our services and products, for marketing and in order to exercise our rights, for example, in dealing with any complaints. We can only use your personal information to send you marketing material if we have your permission or a legitimate interest as described below.

Legitimate interest is one of the legal reasons why we may process your personal information. Taking into account your interests and rights, legitimate interests which allow us to process your personal information include:

To manage our relationship with you, our business and third parties who provide services or products for us  
To provide health-care services on behalf of a third party, for example your employer or health insurance provider  
To maintain up-to-date records and providing you with marketing as allowed by law for statistical research and analysis so that we can monitor and improve our services, websites, or develop new ones  
To develop and carry out marketing activities so we can show you information that is of interest to you, based on our understanding of your preferences  
To monitor our clinical and non-clinical performance

Your personal data may therefore be used for one of the following purposes:

Providing and managing your account.

Supplying our medical and healthcare services and products to you. Your personal data is required in order for us to enter into a contract with you for the provision of our services and products as requested by you.

To meet your healthcare needs: personalising and tailoring our services and products for you, for example providing services that are age-appropriate and vaccines that are licensed for specific age groups only.

Communicating with you. This may include responding to emails or calls from you; at your request sending you reports and results from recent medical or healthcare consultations; sending you reminder and recall appointment letters when products have expired or been replaced and/or services are next due

Supplying you with information by email and/or post. With your permission and/or where permitted by law, we may use your personal data for our marketing purposes, which may include contacting you by email and/or post with health information, news, and offers on our products and/or services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out by emailing [client@dermashine.co.uk](mailto:client@dermashine.co.uk) or writing to DermaShine Healthcare 34 Denmark Road, Exeter, EX1 1SE.

## 7. HOW LONG WILL YOU KEEP MY PERSONAL DATA?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

Your medical and healthcare data will be retained for a minimum period of 10 years as part of our duty of care and good medical practice as defined by the British Medical Association to retain such records and not destroy them

Payment information will not be retained for longer than 6 months for accounting purposes. Credit card security numbers will be deleted as soon as payment is made and confirmed as received.

## 8. SECURITY: HOW AND WHERE DO YOU STORE OR TRANSFER MY PERSONAL DATA?

We have appropriate security measures in place to protect against the loss, misuse and alteration of the personal information we process.

This means that your personal data will be fully protected under the GDPR or to equivalent standards by law.

You data is stored in the clinical system:

Ultra Secure Facilities

This is hosted in state of the art datacenter facilities. Physical access is controlled both at the perimeter and at building ingress points by professional security staff utilising video surveillance, intrusion detection systems, and other electronic means.

24/7/365 Monitoring

The data is monitored 24 hour a day, 7 days a week, 365 days a year. If something goes wrong, we will be the first to know about it and will have technicians working to fix the problem immediately, no matter when it occurs.

Encryption

The clinical system runs completely under HTTPS. This means your data is encrypted during transfer using a 2048-bit SSL certificate.

Our database and file attachments are encrypted at rest, using the industry standard AES-256 encryption algorithm.

#### Accreditations and Certifications

We choose our partners carefully. Our hosting partner has achieved the following accreditations and certifications; PCI DSS Level 1 (Payment Card Industry Data Security Standard), ISO 27001 (Information Security Management System), FIPS 140-2 (United States Federal Information Processing Standard).

#### Backups

Data is backed up daily. Backups are redundantly stored in multiple physical locations.

### 9. DO YOU SHARE MY PERSONAL DATA?

We will never sell, copy or generally distribute your personal data. We do sometimes need to share your information with other people or organisations for the purposes set out in this privacy notice and cookie policy:

doctors, specialist clinicians, other healthcare professionals or providers

your employer

your health insurance provider

If you do not wish us to advise your NHS GP of any particular matters, please inform us during the consultation and we will ensure that this does not happen.

We will keep your information confidential, save for where in some very limited circumstances we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority. If we must share your personal information, we will ensure appropriate protection is in place to protect your personal information in line with data-protection laws.

### 10. HOW CAN I ACCESS MY PERSONAL DATA?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11. To make this as easy as possible for you, a Subject Access Request Form is available for you to use. You do not have to use this form, but it is the easiest way to tell us everything we need to know to respond to your request as quickly as possible.

There is normally no charge for a subject access request. If, however your request is "manifestly unfounded or excessive" (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

### 11. HOW DO I CONTACT YOU?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

For the attention of Dermashine Healthcare Ltd:

Email address: [client@dermashine.co.uk](mailto:client@dermashine.co.uk)

Telephone number: 01392690777

Postal Address: Dermashine Healthcare Ltd, 34 Denmark Road, Exeter, EX1 1SE.

## **Cookies and IP Addresses**

When you visit our company website [www.dermashine.co.uk](http://www.dermashine.co.uk) we will place cookies on your device that will help to identify you as a user on our website and may help to create a more tailored user experience from the data that is collected on each visit.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of the Site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to the Site.

Our website is linked to a range of social media pages you may select; these social media pages may also place cookies on your device: Facebook, Twitter, Google+, Instagram, LinkedIn and other third party organisations features.