



Privacy Policy

Effective Date: 01/01/2025

By Chloe Clinic Limited (referred to as "we," "our," or "us") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data when you visit our clinic, use our services, or interact with us in any other way.

We adhere to the principles of the **General Data Protection Regulation (GDPR)**, ensuring that your personal data is processed lawfully, transparently, and securely. By using our services or providing us with your personal data, you agree to the terms of this Privacy Policy.

1. Information We Collect

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

- **Personal Identification Information:** Name, contact details (email, phone number), address, date of birth, gender.
- **Health Information:** Medical history, treatments you have received, allergies, prescriptions, and other health-related data necessary for providing medical and aesthetic services.
- **Payment Information:** Credit card details or other payment method information for billing purposes.
- **Communication Data:** Any correspondence you send us via email, phone, or other communication channels.
- **Usage Data:** Information about how you use our website, social media accounts, or online services, including cookies.

2. How We Use Your Data

We use your personal data for the following purposes:

- To provide aesthetic and medical services to you.
- To communicate with you regarding your appointments, treatments, and aftercare instructions.
- To send you information about our services, promotions, or updates that may interest you (only if you have consented to receive such communications).
- To process payments and manage billing.
- To comply with our legal and regulatory obligations, including record-keeping for medical purposes.
- To improve our services and tailor them to your needs.
- To respond to your inquiries and address customer service issues.

3. Legal Basis for Processing

We process your personal data based on the following legal grounds, as per the GDPR:

- **Consent:** When you provide explicit consent for us to collect and process your data (e.g., by signing a consent form or agreeing to receive marketing communications).
- **Contractual Necessity:** When processing your data is necessary for the performance of a contract with you (e.g., to provide treatments and services).
- **Legal Obligation:** To comply with legal and regulatory requirements (e.g., record-keeping for medical purposes).
- **Legitimate Interests:** For business purposes that do not override your rights and freedoms (e.g., improving our services or securing our systems).

4. Sharing Your Information

We may share your personal data in the following circumstances:

- **With medical professionals and practitioners** involved in your care and treatment.
- **With third-party service providers** who assist us with operations such as payment processing, marketing, and IT services. These providers are obligated to protect your personal data and use it only for the services we have contracted them to perform.

- **In compliance with legal obligations**, such as responding to court orders or regulatory requests.
- **In the event of a business transfer**, such as a merger, acquisition, or sale of assets, your data may be transferred as part of the transaction.

5. Data Retention

We will retain your personal data for as long as necessary to fulfil the purposes outlined in this Privacy Policy or for any other legitimate purpose, such as complying with legal, regulatory, or medical record-keeping requirements.

In general, we keep your personal data for:

- **Medical records:** As required by law (usually a minimum of 5 years after your last treatment).
- **Marketing and communication data:** For as long as you wish to receive such communications, or until you opt out.

6. Your Rights Under GDPR

Under the GDPR, you have the following rights regarding your personal data:

- **Right to Access:** You can request access to the personal data we hold about you.
- **Right to Rectification:** You can request correction of any inaccurate or incomplete data.
- **Right to Erasure (Right to be Forgotten):** You can request the deletion of your personal data, subject to certain exceptions.
- **Right to Restriction of Processing:** You can request that we limit the way we process your data under certain circumstances.
- **Right to Data Portability:** You can request a copy of your data in a structured, commonly used, and machine-readable format.
- **Right to Object:** You can object to the processing of your data, particularly in cases where we are relying on legitimate interests as our legal basis.
- **Right to Withdraw Consent:** If we are relying on consent to process your data, you may withdraw your consent at any time by contacting us.

To exercise any of these rights, please contact us using the contact information below.

7. Security of Your Data

We take the security of your personal data seriously and implement appropriate technical and organizational measures to protect it from unauthorized access, disclosure, alteration, or destruction. However, no data transmission over the internet can be guaranteed to be 100% secure. While we strive to protect your personal data, we cannot guarantee its absolute security.

8. Cookies and Tracking Technologies

We may use cookies and other tracking technologies to collect data about your interactions with our website and online services. You can manage your cookie preferences through your browser settings.

9. Third-Party Links

Our website may contain links to third-party websites or services. Please note that we are not responsible for the privacy practices of these third parties. We encourage you to review the privacy policies of any third-party sites you visit.

10. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

11. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your personal data, please contact us at:

By Chloe Clinic

bychloeclinic@outlook.com