



EAST LONDON & ESSEX CLINIC of TRICHOLOGY

Justin Hannant AIT

IOT registered Trichologists

07925 576892

enquiries@electhairhealth.co.uk

PRIVACY POLICY

This privacy notice tells you what to expect us to do with your personal information.

What information we collect, use, and why:

We may collect information from you when you register on our site, place an order, subscribe to our newsletter, fill out a form or hold a consultation with us.

We may collect or use the following information to provide services:

- Names and contact details
- Addresses

- Date of birth
- Health information (including dietary requirements, allergies and health conditions)
- Photographs/video recordings
- Records of emails/notes of consultations
- Identification documents (copies of)
- Health information Additionally, when ordering or registering on our site, as appropriate, you may be asked to enter your: name, e-mail address, mailing address, phone number or credit card information.

What do we use your information for?

Any of the information we collect from you may be used in one of the following ways:

- To personalise your experience (your information helps us to better respond to your individual needs);
- To improve our website (we continually strive to improve our website offerings based on the information and feedback we receive from you);
- To improve customer service (your information helps us to more effectively respond to your customer service requests and support needs);
- To process transactions Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested.
- To send periodic emails

The email address you provide for order processing, may be used to send you information and updates pertaining to your order, in addition to receiving occasional company news, updates, related product or service information, etc. Note: If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

Lawful bases

Our lawful bases for collecting or using personal information to provide services and goods are:

- Consent
- Legal obligation
- Legitimate interest:
- As a health care provider, we have a duty of care to collect information which may directly impact our patients health and wellbeing.

Where we get personal information from

From you directly.

How long we keep information

For a period no shorter than seven years, after which all information may be erased.

Others we may share personal information with

Health care providers

Your data protection rights Under data protection law,

you have rights including:

- Your right of access – You have the right to ask us for copies of your personal data.
- Your right to rectification – You have the right to ask us to rectify personal data you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure – You have the right to ask us to erase your personal data in certain circumstances.
- Your right to restriction of processing – You have the right to ask us to restrict the processing of your personal data in certain circumstances.
- Your right to object to processing – You have the right to object to the processing of your personal data in certain circumstances.
- Your right to data portability – You have the right to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.
- Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent.

You don't usually need to pay a fee to exercise your rights. If you make a request, we have one calendar month to respond to you. To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

How do we protect your information?

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information. We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Payment gateway providers only to be accessible by those authorised with special access rights to such systems, and are required to keep the information confidential.

After a transaction, your private information (credit cards, social security numbers, financials, etc.) will not be stored on our servers. Changes to our Privacy Policy This policy is due for review 3/9/2026

How to complain

We would be grateful for the chance to deal with any data protection issues you may have, please contact us at

enquiries@electhairhealth.co.uk

in the first instance.

If you have any further concerns about our use of your personal data, you can make a complaint to the IOT using the contact details at the bottom of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The Institute of Trichologists

10 Harley Street, London,

W1G 9PF

admin@trichologists.org.uk

www.trichologists.org.uk

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