

## **Vanity Lab Privacy Policy**

This privacy policy sets out how Vanity Lab uses and protects any information that you give us when you use this website. It also relates to any information that you provide within the clinic.

Vanity Lab is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using the website or in the clinic, then you can be assured that it will only be used in accordance with this privacy statement.

Vanity Lab may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1st October 2022.

### **What we collect**

We may collect the following information:

- Name
- Contact information including email address and postal address
- Demographic information such as postcode, preferences, and interests
- Personal information such as DOB and medical history

## **What we do with the information we gather**

We require this information to understand your needs and provide you with a service, and in particular for the following reasons:

- Internal record keeping.
- To hold a record of treatment provided to you and any medical matters we need to be aware of.
- We may periodically send promotional emails about new products, special offers, treatments, or other information which we think you may find interesting using the email address which you have provided.

## **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic, and managerial procedures to safeguard and secure the information we collect online and in-clinic This includes GDPR compliant clinic management software.

## **Your Access to and Control Over Information**

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via email, telephone or in clinic.

You can also do the following:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

- We may send you direct marketing emails. If you wish to opt out of this service or wish to exercise any of your rights listed above please email us at [info@vanitylablondon.co.uk](mailto:info@vanitylablondon.co.uk).

We will not sell, distribute, or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

## **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes, and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

