

# Aesthetic Clinics and Dentistry: Data Protection Compliance

Firebird has years of experience delivering data protection compliance services to organisations across the UK. Working with us reduces the likelihood of regulatory fines and claims for compensation related to data protection incidents. Taking advantage of our support can lead to better outcomes of Care Quality Commission inspections, increased trust with your clients and an improved client-experience.

## Our in-house expert

Our in-house aesthetics privacy expert, Charlotte Staples, has worked with some of the UK's biggest brands (including Harrods), helping them to build robust data protection compliance and privacy management frameworks.

Charlotte specialises in aesthetics clinics, luxury brands and retailers who need robust privacy management support with making the most of their client data, whilst also ensuring compliance with relevant data protection laws.



Improve your privacy compliance in 5 simple steps:

### Review your privacy notice

When you collect people's data you must tell them how you are going to handle and use their data and what rights they have (amongst other things). You need to publish this information on your website and provide a link to your privacy notice on forms that collect personal data. Having a clear privacy notice helps show you take your data protection obligations seriously and builds trust in your brand.

### Keep client data secure

You have a legal obligation to keep personal data secure. This means you must know where your client data is stored, who has access to it and check there is appropriate security in place. This includes protecting your electronic records, paper forms and even client photographs! Where possible, keep all data in one secure electronic system so you can manage your records and their security effectively.

### Check your consents

It is important to check you have appropriate consent to use your clients' data, particularly when sending marketing emails and using 'before and after' images in your promotional materials. Your consent forms must clearly explain how you intend to use your clients' data; you must obtain opt-in consent (you cannot use opt-out or pre-ticked consent boxes); and your client must be told they have the right to withdraw their consent.

### Educate your staff

Train your staff in how to handle personal data securely and have procedures in place to manage security incidents when they arise. The number one cause of a security breach in clinics is human error. Security incidents can result in fines, reputational damage, compensation claims, complaints and requests for access to data, so check your staff know how to handle personal data properly.

### Audit your compliance

Carry out regular audits to check your clinic is meeting it's obligations under the data protection laws and has the right processes, procedures and training in place to evidence your compliance.

## Contact us

 [info@firebirdltd.co.uk](mailto:info@firebirdltd.co.uk)

 01392 344392

 [www.firebirdltd.co.uk](http://www.firebirdltd.co.uk)

In partnership with:





Keeping Compliance Simple

## Firebird's Services

Firebird offers a range of bespoke services to help organisations meet their legal obligations under the UK and EU data protection laws. Our team has decades of combined experience in the field and provides services to aesthetic and dental clinics of all sizes.

Our expert services:

### Outsourced Data Protection Officer Service

This comprehensive service provides your clinic with a dedicated Data Protection Officer, who works closely with you to build and maintain a robust data protection framework, to evidence your compliance with the data protection laws and reduce the risk of receiving fines, compensation claims, complaints or reputational damage for not handling personal data appropriately and securely.

**Firebird**  
Data Protection Consultancy Ltd

In partnership with:



### Expert Advice Helpline

Our experts provide advice on all matters relating to data protection compliance, ranging from buying direct marketing contact lists; how to store client data securely; through to how to handle a serious personal data security breach, client request for access to their data, or complaints regarding the handling of personal data.

### Employee Data Protection Training

Clinics handling personal data must provide their employees with appropriate training on how to manage this data fairly, lawfully and securely. Employee training is essential to give your clients the reassurance they need that their data is safe in your hands. Our training is practical based and easy to understand and can be delivered in-person or remotely. We pride ourselves on our ability to deliver fun, relevant, and engaging training sessions.

### Direct Marketing and Website Cookie Compliance

Clinics that send direct marketing emails, phone calls or texts to market their services must comply with the Privacy & Electronic Communications Regulations (PECR) as well as the data protection laws. Clinics must also comply with the PECR rules if their website uses 'Cookies'. Failure to comply with these laws can lead to large fines, compensation claims and reputational damage. Our experts carry out an assessment and provide a recommendations report.

### Data Protection Audit and Privacy Toolkit

This service includes a comprehensive data protection audit to assess your clinic's compliance with the data protection laws and a report which identifies your compliance achievements, as well as recommendations for improvement. We're all about providing solutions, so this package also provides a Privacy Toolkit full of essential templates, policies, guides and training to help you meet your 'evidence' requirements and demonstrate to clients that you take your compliance duties seriously.

### Contact Firebird

We'd love to hear from you and arrange a friendly chat about how Firebird can help you increase client-trust, build your brand and reduce the risk of regulatory fines by focusing on your compliance with the data protection laws.

✉ [info@firebirdltd.co.uk](mailto:info@firebirdltd.co.uk)

☎ 01392 344392

🌐 [www.firebirdltd.co.uk](http://www.firebirdltd.co.uk)