



Privacy Policy

Information we collect from you

We only collect data that is relevant to the services that we provide by:

- Chromaderm Aesthetics
- Artistry by Hollie

Under the Data Protection Act 1998, The Hive ensures that all confidential data collected and stored is:

- used fairly and lawfully
- used for limited, specifically stated purposes
- used in a way that is adequate, relevant and not excessive
- accurate
- kept for no longer than is necessary
- kept safe and secure

What we do with the information you provide

When you provide personal information to us, the purpose for which will always be made clear.

The information you give to us may be used for some or all of the following reasons:

- To assess and deliver treatments
- To provide you with the information on treatments and services that you request from us
- To notify you about changes to our service
- To send you text notifications to remind you of any appointments booked with us
- To contact you for post-treatment follow up and care, including survey requests in order to improve our service
- To contact you from time to time on any promotional deals or upcoming events at the clinic

Who we share your personal data with

We take our obligations under the General Data Protection Regulation and our clinical confidentiality requirements very seriously.

Sensitive information relating to your medical history will be kept confidential and will only be disclosed to the individuals involved with delivering your treatment.

NB There may also be circumstances where we are under a duty to disclose your personal information or share your personal information in order to comply with any legal or regulatory requirement, obligation or request.

This includes the police for the prevention or investigation of a crime, or our Insurers, legal advisors or other third parties who need access to it in the context of managing, investigating or defending claims or complaints.

Your Information

- We cannot guarantee that the information you send us over the internet is secure, but once we receive it, we will take all reasonable steps to protect the information you supply to us.
- The Hive will not transfer your data outside of the European Economic Area.
- Backups of electronically stored data are taken regularly to protect all files.
- If you contact us with an enquiry about our services but you do not subsequently become a client, it is our policy to keep your personal data unless you instruct us not to.
- If you are or become a client of the clinic, we will retain contract information (including personal data) for the required legal period.

Cookies and Cookie Policy

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

Most web browsers allow some control of most cookies through the browser settings. Every browser is different, look at your browser's Help Menu to learn the correct way to modify your cookies. If you turn cookies off, some features may be disabled.



Privacy Policy

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.aboutcookies.org or www.allaboutcookies.org.

Your rights

You have the right to ask The HIVE not to process your personal information, but where consent is withdrawn for the processing of personal data from your health records, our ability to continue your treatments will be impaired.

You have the right to ask us not to process your personal information for marketing purposes. We will only contact you for marketing purposes if you have opted in to receive such communications.

If you wish to stop receiving some or all marketing communications from us, you can let us know by email to thehiveclinic2@gmail.com

In some circumstances, you have the right to be forgotten and we will erase all data held about you.

Requests for erasure should be made in writing to thehiveclinic2@gmail.com

Health records are exempt from erasure.

Access to information

The General Data Protection Regulation gives you the right to access information held about you. Any requests should be made in writing to the Business Manager, The HIVE, 220 Main Road, Hoo, Rochester, Kent, ME3 9HG.

thehiveclinic2@gmail.com

All records will be supplied within 1 month of receipt of the Subject Access Request.

All requests will be subject to the appropriate identification checks.

The Hive reserve the right to charge a small administrative fee for copies of the health record.

Contact and complaint

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to:

The HIVE, 220 Main Road, Hoo, Rochester, Kent, ME3 9HG. thehiveclinic2@gmail.com