

PRETTY PIERCED

PRIVACY POLICY & DATA PROTECTION NOTICE

Effective Date: 2 January 2026

Last Reviewed: 18 October 2026

1. WHO WE ARE

Pretty Pierced is a body piercing business operating at:

The Black Arts

4 Castle Street

Hastings, East Sussex

Website: www.prettypierced.co.uk

Pretty Pierced is responsible for collecting and using personal information in connection with its services and acts as the data controller for that information.

We are registered with the Information Commissioner's Office (ICO) for data protection purposes.

Data Protection Contact: Torz Jackson

Email: pretypierced4@gmail.com

2. WHAT PERSONAL INFORMATION WE COLLECT

We collect information relevant and necessary for providing our services, maintaining appropriate client records and meeting our legal and professional responsibilities.

Depending on the services you receive, this may include:

- Full name and contact details, including telephone number and email address.
- Date of birth or information confirming your age.
- Proof of age and identity where required.
- Appointment dates, treatment history and relevant correspondence.
- Signed consent forms and piercing consultation records.
- Relevant medical information, including allergies, medical conditions, medication and information needed to assess piercing suitability.
- Details of a parent or legal guardian where required for a client under 18.
- Photographs of piercings or jewellery, where appropriate and agreed.

Client personal information is stored electronically using the **StabPad** and **Bookedin** platforms.

We do not keep clients' card details or payment card information.

3. WHY WE COLLECT AND USE YOUR INFORMATION

We use personal information to:

- Arrange and manage appointments.
- Assess whether a requested piercing is appropriate and identify relevant safety concerns.
- Obtain informed consent before treatment.
- Maintain consultation, consent, treatment and aftercare records.
- Provide aftercare advice and respond to healing concerns.
- Contact clients about appointments, cancellations and treatment-related matters.
- Maintain appropriate records of incidents, complaints and adverse reactions.
- Meet applicable legal, insurance, health and safety responsibilities.
- Protect our business, clients and staff where necessary and lawful.

We do not collect personal information for purposes unrelated to our business without an appropriate lawful basis.

4. OUR LAWFUL BASIS FOR PROCESSING

Under UK GDPR and the Data Protection Act 2018, we must have a lawful basis for processing personal information.

Depending on the circumstances, we may rely on the following lawful bases:

Contract: To manage appointments and provide the services requested by clients.

Legal obligation: Where information must be retained or disclosed to comply with applicable legal requirements.

Legitimate interests: For proportionate business administration, record keeping, responding to enquiries and establishing or defending legal claims, where these interests do not override an individual's rights.

Consent: Where we rely on consent for optional activities, such as certain photographs, promotional communications or processing sensitive information.

Special-category data: Medical information is sensitive personal data. We will only process it where an applicable UK GDPR Article 9 condition and any required safeguards are satisfied. Where we rely on explicit consent, we will seek it clearly and separately.

Consent to treatment, consent to processing personal information and consent to marketing are separate matters.

5. MEDICAL INFORMATION AND CLIENT SAFETY

Health information is collected only where relevant to assessing the suitability and safety of a piercing or providing appropriate aftercare.

It is treated as confidential and access is restricted to authorised people who need it for legitimate business or treatment-related purposes.

We will not use medical information for advertising or unrelated purposes.

If you choose not to provide information necessary to assess treatment safety, we may be unable to proceed with your piercing.

6. HOW WE STORE AND PROTECT YOUR INFORMATION

Client personal information is stored electronically through StabPad and Bookedin rather than in paper client files held by us.

We take reasonable steps to protect information, including:

- Using appropriate account security and passwords.
- Restricting access to authorised individuals.
- Using available security and access controls.
- Reviewing our data-handling practices when necessary.
- Taking reasonable precautions when accessing or communicating personal information.

StabPad and Bookedin are third-party service providers. Their own systems, security arrangements, privacy terms and any international data transfers may also be relevant.

No method of electronic storage or transmission is completely risk-free, but we take appropriate steps to safeguard the information entrusted to us.

7. WHO WE SHARE YOUR INFORMATION WITH

We do not sell personal information or share client records for unrelated third-party marketing.

Information may be processed or shared where necessary and lawful with:

- StabPad and Bookedin, as platforms used to manage client information and appointments.
- Service providers supporting the operation of our website or business, where relevant.
- Our insurers or professional advisers when necessary.
- Regulatory authorities, law enforcement or public bodies where legally required.
- Healthcare professionals or emergency services where necessary to protect someone's vital interests and permitted by law.

We will not disclose medical information or client records to unrelated people or businesses without an appropriate lawful basis.

8. PHOTOGRAPHS AND SOCIAL MEDIA

Photographs may be taken for treatment records, healing documentation or other legitimate purposes.

Photographs used for promotional purposes, including social media, our website or advertising, are handled separately from ordinary treatment records.

Where consent is the appropriate legal basis, we will obtain separate, informed consent before using identifiable client photographs for promotion.

Agreeing to a piercing does not automatically mean agreeing to have photographs published.

Clients may withdraw consent for future uses where consent is the applicable legal basis. Withdrawal cannot necessarily undo publication or sharing that has already lawfully taken place.

9. MARKETING AND PROMOTIONAL COMMUNICATIONS

We may wish to inform clients about offers, jewellery, services or studio promotions.

Marketing communications will only be sent where we have an appropriate lawful basis and have complied with applicable electronic marketing rules.

Where consent is required, clients may opt in separately. Marketing consent is optional and is not a condition of receiving a piercing.

Clients can unsubscribe or ask us to stop marketing communications at any time.

10. HOW LONG WE KEEP YOUR INFORMATION

We retain personal information only for as long as reasonably necessary, taking account of legal requirements, insurance obligations, potential claims and the need to maintain appropriate treatment records.

Different categories may have different retention periods, including:

- Appointment details.
- Consultation and consent forms.
- Medical and treatment records.
- Photographs and marketing permissions.

Because client information is stored in StabPad and Bookedin, retention and deletion may depend in part on the settings and functionality of those platforms.

We will review records and securely delete or anonymise information when it is no longer required, where possible and lawful. We will maintain or establish a documented retention schedule for each category of information.

11. YOUR DATA PROTECTION RIGHTS

Under data protection law, you may have the right to:

Access: Request a copy of personal information we hold about you.

Rectification: Ask us to correct inaccurate or incomplete information.

Erasure: Request deletion where the legal conditions are met.

Restriction: Ask us to restrict processing in qualifying circumstances.

Objection: Object to processing based on legitimate interests and to direct marketing.

Data portability: Request certain information in a portable format where the legal requirements apply.

Withdraw consent: Withdraw consent where we rely on consent as our lawful basis.

These rights are subject to legal conditions and exemptions. We may need to retain certain records for legal, insurance or claims-related reasons even if deletion is requested.

To exercise your rights, contact us using the details in Section 1. We may need to verify your identity before responding and will respond within the applicable statutory timeframe.

12. DATA BREACHES

If we become aware of a personal data breach, we will assess the incident and take appropriate steps to contain it, investigate what happened and reduce potential harm.

Where required by law, we will notify the ICO and affected individuals within the applicable time limits.

13. INTERNATIONAL DATA TRANSFERS

StabPad, Bookedin or other service providers may store or process information outside the United Kingdom.

Where personal information is transferred internationally, we will ensure that the transfer complies with applicable data protection law and that appropriate safeguards are in place where required.

14. AUTOMATED DECISION-MAKING

We do not make decisions about clients that have legal or similarly significant effects solely through automated processing or profiling.

If this changes, we will update this policy and provide any additional information required by law.

15. CHANGES TO THIS PRIVACY POLICY

We may update this policy to reflect changes in our services, data-handling practices or legal obligations.

The latest version will be made available through our website or upon request at the studio.

16. HOW TO MAKE A COMPLAINT

If you have concerns about how Pretty Pierced handles your personal information, please contact us first so that we can investigate and try to resolve them.

You also have the right to complain to the Information Commissioner's Office (ICO).

ICO Website: <https://ico.org.uk/>

Make a complaint: <https://ico.org.uk/make-a-complaint/>

Telephone: 0303 123 1113

Pretty Pierced is committed to respecting client privacy, protecting confidential information and handling personal data responsibly.