

Privacy Policy – Allure Medical Aesthetics

Effective Date: 01/04/2026

At Allure Medical Aesthetics, discretion, trust, and professionalism sit at the core of everything we do. This Privacy Policy explains how your personal data is collected, used, and protected when you engage with our services.

1. Who We Are

Allure Medical Aesthetics is a sole trader business based in Berkeley, Gloucestershire.

Contact details:

Allure Medical Aesthetics, White Hart Court, High Street, Berkeley, GL13 9BJ
hello@alluremedicalaesthetics.co.uk
07399 875514

For the purposes of data protection law, Allure Medical Aesthetics acts as the **data controller** of your personal information.

2. The Information We Collect

To deliver a safe, personalised, and professional service, we may collect:

Personal Details

Your name, contact information, and address.

Client Records

Appointment history, treatment details, and service preferences.

Health Information

Relevant medical history required to ensure treatments are appropriate and safe.

Transaction Information

Payment and billing records.

Digital Interactions

Basic website and social media usage data where applicable.

3. How Your Information Is Used

Your data is used with care and intention to:

- Manage bookings and client communication
- Deliver safe and effective treatments
- Maintain accurate and compliant client records
- Provide ongoing client care and aftercare support
- Share relevant updates about services where appropriate
- Meet legal, clinical, and regulatory obligations

We only use your information where it is necessary and proportionate to do so.

4. Legal Basis for Processing

We process your data in line with UK GDPR and the Data Protection Act 2018.

Depending on the context, this includes:

- Fulfilling a service you have requested
- Meeting legal and regulatory requirements
- Supporting legitimate business interests
- Where you have provided consent (for example, for certain communications)

Where health-related information is involved, it is processed strictly to ensure treatments are safe and appropriate.

5. How Your Data Is Stored

Your information is securely managed using trusted systems, including Pabau, which supports appointment scheduling, client records, and communication.

We apply appropriate safeguards including:

- Secure digital storage
 - Controlled access to client information
 - Confidential handling of all records
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6. Data Retention

We retain your information only for as long as necessary to meet clinical, legal, and business requirements.

This typically includes:

- Client treatment records retained in line with industry standards
- Financial records retained for statutory obligations

When data is no longer required, it is securely deleted or anonymised.

7. Sharing Your Information

Your privacy is respected at all times.

We do not sell or distribute your data. Information may be shared only where necessary, including:

- With trusted service providers who support business operations
- With medical professionals where relevant to your care
- Where required by law or regulatory authorities

All third parties are expected to uphold strict data protection standards.

8. Communications

We may contact you in relation to your appointments, aftercare, or relevant updates to services.

Where appropriate, we may also share occasional updates or offers based on your previous engagement with us.

You can opt out of non-essential communications at any time by contacting us directly.

9. Your Rights

You retain full control over your personal data. You have the right to:

- Request access to your data
- Correct or update your information
- Request deletion where appropriate
- Object to or restrict certain types of processing
- Withdraw consent at any time

To exercise any of these rights, please contact us at [email address].

10. Website Use

If you visit our website, limited data such as cookies may be used to improve your experience. You can manage these settings through your browser preferences.

11. Complaints

If you have any concerns about how your data is handled, we encourage you to contact us directly so we can resolve this promptly.

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

12. Updates to This Policy

This policy may be updated periodically to reflect changes in legal or operational requirements. The most current version will always be available upon request or via our website.