

Privacy Policy for Skin Alchemy Aesthetics

Effective Date: 21 May 2023

1. Introduction

Welcome to Skin Alchemy Aesthetics. We are committed to protecting your privacy and ensuring your personal information is handled in a safe and responsible manner. This Privacy Policy outlines how we collect, use, disclose, and protect your data when you visit our website or interact with our services.

2. Scope

This policy applies to all visitors, customers, and users of our website <https://www.skinalchemyaesthetics.co.uk>, social media and any services provided by Skin Alchemy Aesthetics.

3. Data Collection

Types of Data Collected

- **Personal Information:** Name, email address, phone number, and mailing address.
- **Technical Data:** IP address, browser type, operating system, and device information.
- **Behavioural Data:** Pages visited, time spent on pages, and navigation patterns.

Collection Methods

We collect data through:

- Website forms (e.g., contact forms, appointment bookings)
- Cookies and similar tracking technologies
- Direct interactions (e.g., social media or email communications)

4. Use of Data

Purposes

We use your data to:

- Provide and manage our services
- Personalise user experience
- Improve our website and services
- Conduct marketing and promotional activities
- Analyse website performance and usage

Legal Basis for Processing

We process your data based on:

- Your consent
- The necessity of fulfilling a contract
- Our legitimate interests in improving our services

5. Data Sharing and Disclosure

Third Parties

We may share your data with:

- Service providers (e.g., IT services, marketing agencies)
- Social media platforms (for targeted advertising)
- Legal and regulatory authorities (if required)

Purpose of Sharing

Data is shared to enhance our services, comply with legal obligations, and conduct targeted marketing.

6. Cookies and Tracking Technologies

Types of Cookies

- **Essential Cookies:** Necessary for website functionality
- **Analytics Cookies:** Help us understand website usage
- **Marketing Cookies:** Used for personalised advertising

Consent Management

You can manage your cookie preferences through our website or your browser settings.

7. Data Retention

We retain your personal data only as long as necessary for the purposes outlined in this policy or as required by law. Once the data is no longer needed, it will be securely deleted or anonymized.

8. Data Security

We implement appropriate technical and organisational measures to protect your data from unauthorised access, alteration, or destruction.

9. User Rights

You have the right to:

- Access and update your personal data
- Request the deletion of your data
- Object to data processing or request data portability

- Withdraw consent at any time

To exercise these rights, please contact us at contact@skinalchemyaesthetics.co.uk.

10. Children's Privacy

Our services are not directed at children under the age of 18. We do not knowingly collect personal data from children under this age without parental consent.

11. Social Media Policy and Third-Party Access

Use of Social Media

We use social media platforms to communicate with our customers and promote our services. Please note that any information you share openly on our social media platforms may be visible to the public and is not covered by this Privacy Policy.

Third-Party Access

We may use third-party services to manage our social media presence and advertising. These third parties may have access to certain data to perform tasks on our behalf, such as:

- Posting updates or promotional content
- Analysing social media metrics and engagement

These third-party services are required to protect your data in accordance with our instructions and applicable laws.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

13. Contact Information

For any questions, concerns, or requests regarding your data, please contact us at:

Skin Alchemy Aesthetics

Email: hello@skinalchemyaesthetics.co.uk

Address: 9 Cranes Bill Mead, GL2 4EA