Privacy policy template for aesthetics clinics

Copy the text below, replace the bracketed values, and cut anything that does not describe your clinic. Nothing here should stay in brackets when you publish.

Privacy notice for patients of [Clinic name]

Last updated: [date]

Who we are

[Clinic name] ([registered company name and number, if applicable]) provides [non-surgical aesthetic treatments] at [clinic address]. We are responsible for the personal information described in this notice. If you have any questions about it, contact [name or role] at [email address] or [phone number].

What we hold about you

- Your contact details: name, date of birth, address, phone number and email address.
- Your medical history, including conditions, medications, allergies and the details you give us on our health questionnaire.
- Your GP's details, where you have given them to us.
- Records of your consultations, consent, treatments, products used, and any aftercare or follow-up.
- Photographs taken as part of your clinical record, where you have agreed to them.
- Your appointment history, and details of payments you have made to us.
- Any messages you send us, and notes of conversations about your care.

Where it comes from

Almost all of it comes from you, in person, on a form or through our online booking. [Where relevant: we may also receive information from your GP or another healthcare professional, with your consent, and from our payment provider when you pay us.]

Why we hold it

- To assess whether a treatment is suitable and safe for you, and to plan it.
- To keep an accurate clinical record of the care we have provided.
- To contact you about your appointments, including confirmations, reminders and aftercare.
- To take payment and keep our financial records.

- To respond to questions or concerns you raise, and to deal with any complication or claim.
- [Add any other purpose that genuinely applies to your clinic, and remove any that does not.]

We rely on [insert the legal bases you have settled with your adviser] to do this. If you would like more detail about that, contact us using the details above.

Photographs

We may take clinical photographs before and after treatment. These form part of your record, help us plan and review your treatment, and support your care if a complication arises.

We will only use a photograph of you in any other way, including on our website, in printed material or on social media, if you have given us separate written permission that says exactly where the image may be used. That permission is optional, it is never a condition of treatment, and you can withdraw it at any time by contacting us. If you withdraw it, we will stop using the image and remove it from the places we control as soon as we reasonably can. [Note whether you are able to remove images already shared or reposted elsewhere.]

Appointment messages and marketing

We will always send you the messages you need in order to attend safely: booking confirmations, appointment reminders and aftercare instructions.

We will only send you offers, newsletters or promotional messages if you have asked us to. You can stop those at any time using the unsubscribe link in any email, by replying [STOP] to a text, or by telling us at your next appointment. Stopping marketing will never affect your appointment messages or your care.

Who else sees your information

- [Your prescriber, where a treatment requires a prescription.]
- [Other clinicians involved in your care, or a hospital or your GP if you need urgent medical attention.]
- Companies that provide the systems we use to run the clinic, such as our [clinic software, payment provider, email and text message providers]. They act on our instructions and are not permitted to use your information for their own purposes.
- Our insurer and professional advisers, if there is a complaint, a claim or a legal obligation to disclose.
- [Anyone else you have specifically asked us to share information with.]

We do not sell your information, and we do not share it for anyone else's marketing.

Where it is kept

Your records are held in [name your clinic system] and stored in [the UK / the UK and European Economic Area]. [If any provider stores or accesses data outside the UK, say so here and say what arrangements are in place.]

How long we keep it

We keep your clinical records, including consent forms and clinical photographs, for [insert your retention period], and your financial records for [insert your retention period]. Marketing preferences are kept until you change them. When a retention period ends, we securely delete or destroy the records.

Your rights

You can ask us for a copy of the information we hold about you, ask us to correct anything that is wrong, ask us to delete information where that is possible, object to or restrict how we use it, and withdraw any consent you have given. Contact [name or role] at [email address] and we will respond as quickly as we can, and in any event within the period the law allows.

If you are unhappy with how we have handled your information, please tell us first so we can put it right. You also have the right to complain to the Information Commissioner's Office at ico.org.uk.

Changes to this notice

We review this notice [annually] and whenever we change how we work. The date at the top shows when it was last updated.