



Privacy Policy for Dr Jenna Wa Skin Surgery

Effective Date: 1 March 2024

At Dr Jenna Wa Skin Surgery ("we," "us," or "our"), we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and protect the personal data of our patients, visitors to our website, and users of our services. By using our website and services, you consent to the terms outlined in this policy.

1. Information We Collect

We may collect various types of personal information to provide our medical and surgical services. The information we collect may include:

1.1 Personal Information

- Contact Information: Name, email address, phone number, mailing address.
- Demographic Information: Date of birth, gender.
- Medical Information: Medical history, current health status, details of your skin condition, surgical history, and treatment records.
- Payment Information: Billing details, credit/debit card information, insurance details, or other payment-related information.

1.2 Automatically Collected Information

When you visit our website, we may automatically collect certain information, including:

- IP Address
- Browser Type and Version
- Device Information

- Cookies and Tracking Technologies: We use cookies to enhance user experience and track site usage. You can adjust your browser settings to refuse cookies if you prefer.

2. How We Use Your Information

We use your personal information for the following purposes:

- Provision of Medical Services: To provide diagnosis, treatment, and follow-up care.
- Appointment Scheduling: To communicate appointment details and reminders.
- Billing and Payments: To process payments for medical services and manage insurance claims.
- Communication: To respond to your inquiries and provide updates on services.
- Legal Obligations: To comply with legal requirements, including reporting obligations.
- Website Improvements: To monitor website usage and improve functionality.

3. Disclosure of Information

We may share your personal information in the following ways:

- With Healthcare Providers: To coordinate treatment with other medical professionals involved in your care.
- With Service Providers: We may share information with third-party providers that assist with operations such as payment processing, IT services, and marketing.
- With Legal Authorities : If required by law, court order, or government regulations, we may disclose information to comply with legal processes.
- With Your Consent: We will not share your personal information with any third party for marketing purposes without your explicit consent.

4. Data Security

We take appropriate security measures to protect your personal information from unauthorised access, disclosure, alteration, or destruction. This includes:

- Encryption: Data encryption for sensitive information.
- Access Control: Limiting access to personal information to authorised personnel only.
- Secure Storage: Ensuring your data is securely stored in both physical and electronic formats.

Despite our efforts to safeguard your information, please understand that no method of transmission or storage is entirely secure, and we cannot guarantee absolute security.

5. Your Rights

You have the following rights regarding your personal information:

- Access: You can request access to the personal information we hold about you.
- Correction: You may request that we correct or update inaccurate or incomplete information.
- Deletion: You have the right to request that we delete your personal data, subject to legal and regulatory obligations.
- Opt-Out: You can opt-out of receiving promotional communications by following the unsubscribe instructions in our emails or contacting us directly.

6. Retention of Information

We will retain your personal information only as long as necessary to fulfill the purposes for which it was collected and to comply with legal or regulatory obligations. Medical records may be kept for a period required by law, after which they will be securely destroyed.

7. Children's Privacy

Our services are not directed to individuals under the age of 18. If you are a parent or guardian and believe your minor child has provided us with personal information without your consent, please contact us, and we will take steps to delete such information.

8. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites. We encourage you to review their privacy policies before sharing any personal information.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable laws. The most current version of the policy will always be available on our website, and we encourage you to review it periodically.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your personal information, please contact us at:

- Email: info@drjennawaskinsurgery.com.
- Postal address: Dr Jenna Wa Skin Surgery, Unit C, Engine Yard Cottage, Belvoir, NG32 1PA.

By using our website and services, you acknowledge that you have read and understood this Privacy Policy and agree to its terms. If you do not agree, please refrain from using our services.