

Privacy Policy

How we use your information

This page explains why we need to collect your personal details and what we do with them. It also sets out the legal basis on which we collect and use your information and outlines the rights you have under current data protection legislation.

Which of my details do you collect?

We may ask for your full name (title, forename(s) and surname), postal address, phone number, email address.

We need this personal information so that we can provide you with the services that you have asked for.

When do you collect these details?

We'll collect them when you contact us by email, by phone, by submitting a form through our website or when you attend the clinic and complete a form.

Using our website, emails, apps and social media

Our website, and the emails we send out, use cookies and other tracking technologies to collect information. When you visit our website, you can choose to decline cookies, but our online application forms and other processes need to use cookies to work properly.

When you use our website or apps, we collect information such as the browser you are using and the date, time and your IP address (a label used to identify your device on the internet).

We may use social media, for example Twitter and LinkedIn, to communicate with you. We may also use posts on social media to find out how people view our products and services.

What do you do with my information?

We may use any information you give us about yourself and others to:

- keep you up to date with information and offers from Divine Arch Microblading
- develop, test and improve our products, systems and services;
- invite you to take part in market research and surveys;
- send you marketing messages (unless you have opted out);
- run competitions, events and promotional activities.

How long do you keep my information for?

We keep your personal information where we have an ongoing legitimate or lawful need to do so. When we no longer have a legitimate or lawful need to keep your personal information, we will delete it.

To make sure you can receive information and communications from us, please make sure you tell us whenever you change your name, address, phone number or email address. Giving us your most up to date details will also help protect your clients accounts by making sure any information we send you doesn't fall into the wrong hands. You can update your details by contacting us.

In the event of a data breach that could lead to a high risk to your rights and freedoms, for example the risk of financial loss, we will let you know as soon as we reasonably can.

The legal background and your rights

Here we summarise the lawful basis on which we collect and use your information and outline the rights you have under current data protection legislation.

Lawful basis

We are allowed to use your personal information for a range of reasons, called 'lawful bases'. These are:

Contract

We need to collect and use your personal information to be able to provide you with information you require.

Legal obligation

We may need to use your personal information to meet our legal obligations, for example if we need to check your identity, address, when booking appointments etc.

Legitimate interests

We have a legitimate interest in promoting our services. For this reason, we may use your personal details to, for example, send you marketing information about our own accounts or services that we think you may be interested in. We may also invite you to take part in research or surveys to help us improve the products and services that we offer. You can ask us to stop sending you marketing and/or research invitations at any time.

Consent

We only rely on consent as a lawful basis for using your personal information in a few limited circumstances.

Public task

There are times when we need to share information with other government bodies to allow them to meet their legal obligations, for example to prevent or detect fraud or other crime.

Your rights

You have a range of data protection rights in relation to the information we hold about you. You can exercise any of these rights by contacting us. Note that not all of the rights are absolute – some of them depend on which lawful basis we are using to process your information.

Right of access

You can ask us to provide you with a copy of the information we hold about you by making a ‘Data Subject Access Request’.

Right to data portability

Where we process your personal information by automated means for contractual purposes, or with your consent, you can ask us to provide the information we hold about you in a structured, machine readable format (for example a CSV file).

Right to rectification

If the information we hold about you is incorrect, out of date or incomplete, please let us know and we will put it right.

Right to restrict automated processing

If you think the information we hold about you isn’t accurate, you can ask us not to process it until we have corrected any errors or verified that the information is accurate.

Right to erasure

You can ask us to delete your personal information when:

- we no longer need it
- you have given us consent and you later withdraw it
- you have objected to us processing your information and we have no lawful basis to do so

- we are legally obliged to delete it

Right to object

Where we have a legitimate interest or a public interest in processing your personal information (see Lawful bases), you can object to this.

Right not to be subject to automated decision-making

Some of our processes are partly or wholly automated, but we don't make decisions that have a significant or legal effect without human involvement. For example, we may check your evidence of identity electronically, but if this is unsuccessful we will write to you to ask for documentary evidence instead.

Right to lodge a complaint with a supervisory authority

If you have a complaint about the way we have used your information, please contact us first and we will do our best to put things right for you. If you're not happy with our response, you can escalate your complaint to the Information Commissioner's Office (ICO) – see the end of this page for their contact details.

Changes to how we use your information

From time to time we may update this privacy notice. You can see the latest version on this page or call us and we can send you a copy. If we make a significant change to how we use your information, we will let you know in advance.