

Privacy Policy

www.pharmesthetics.com (the "Site") is owned and operated by Pharmesthetics Ltd. Pharmesthetics Ltd is the data controller and can be contacted at:

info@pharmesthetics.com
02080 504353
208 Upper Richmond Road, London, SW15 6TD

Introduction

At Pharmesthetics Ltd we are committed to safeguarding and preserving the privacy of our customers and website visitors.

This Privacy Policy explains what happens to any personal information that you provide to us, or that we collect from you whilst you visit our site.

We do update this Policy from time to time so please do review this Policy regularly.

Purpose

The purpose of this privacy policy (this "Privacy Policy") is to inform users of our Site of the following:

1. The personal data we will collect;
2. Use of collected data;
3. Who has access to the data collected;
4. The rights of Site users; and
5. The Site's cookie policy.

This Privacy Policy applies in addition to the terms and conditions of our Site.

GDPR

For users in the United Kingdom, we adhere to the UK General Data Protection Regulation (UK GDPR), tailored by the Data Protection Act 2018.

Consent

By using our Site users agree that they consent to:

1. The conditions set out in this Privacy Policy.

Patient Confidentiality

Medical data (including your patient records, consultation notes and order history) may be collected via any online forms and medical questionnaires you complete, telephone conversations and secure messaging with us, as well as through photo assessments.

Your medical data and order history is treated confidentiality, which means that none of our staff can access it unless they are a health professional (or owe a similar duty of confidentiality). We will never disclose medical data without your consent unless legally required or permitted to do so.

Your medical data will not be used by us to send you information about our products and services (i.e. for marketing purposes) unless you give us your express permission to use your medical data this way.

Information We Collect

In providing our services to you and running and maintaining our website, we collect and process the following data about you:

Volunteered by you

Information provided voluntarily by you:

1. When you use our website to create an account or make a purchase.
2. When you communicate with us by any means (including by telephone, post, email and submission of information via our website).
3. When you fill in forms and questionnaires on our site www.pharmesthetics.com. This includes information provided at the time of registering to use our site, subscribing to our service, consultations, posting material or requesting further services.

This personal information may include your:

1. name,
2. delivery address,
3. email address,
4. date of birth,
5. gender,
6. telephone number,
7. GP's name and address,
8. medical information,
9. consultation notes,
10. professional certification,
11. prescriptions,
12. payment details,
13. payment records,
14. details of the medicines you've ordered.

Use of Your Information

Our services

As part of the provision of our services, we use the information that we collect from you:

1. To enable us to provide our services to you.
2. To enable us to comply with regulatory requirements.
3. To communicate with you in the event that there is a query or problem with your order.
4. To inform you of any changes to our website, services or goods and products.
5. For record keeping purposes.
6. To track and analyse activity on our website.
7. To handle payments.

Marketing purposes

Where you have given us permission in advance, we may also use the information for one or more of the following purposes:

1. To provide information to you that you request from us relating to our products or services.
2. To provide information to you relating to other products that may be of interest to you.
3. To allow members of the Pharmesthetics Ltd to use your personal information to enable them to provide you with information regarding unrelated goods and services, which we believe may interest you.

You can change your mind and withdraw your permission for us to contact you for marketing purposes at any time by emailing us at info@pharmesthetics.com . This will not affect your use of our services.

Storing Your Personal Data

In operating our website it may become necessary to transfer personal data that we collect from you to locations outside of the United Kingdom for processing and storing. By providing your personal information to us, you agree to

this transfer, storing or processing. We do our utmost to ensure that all reasonable steps are taken to make sure that your personal information is treated and stored securely and in accordance with this Privacy Policy.

Retention time

We hold your personal information for as long as we have a legal or business reason to do so, which generally means as long as you remain a customer or as required to meet our legal obligations, resolve disputes or enforce our agreements. To fulfil our obligations to the General Pharmaceutical Council, the Department of Health and Social Care, and other regulatory or similar bodies, health-related personal information may need to be retained for a period of time after you cease to be a customer. We will always store your data securely and will not use it for any other purpose.

Disclosing Your Information

As set out above, we may disclose your personal information to third parties, in accordance with this Privacy Policy, in the following circumstances:

1. To enable us to provide our core services, we may share your personal information with the third parties who we rely on to deliver the services (for example, courier company).
2. Where you have agreed for us to keep your GP informed.
3. To other business entities within the Pharmesthetics Ltd.
4. Where you have provided your permission for us to share your personal information with third parties for marketing purposes.
5. Where we are legally required or permitted by law to disclose your personal information, for example with National Health Service Providers or regulatory bodies.

In addition, we may disclose your personal information to third parties, in accordance with this Privacy Policy, in the following circumstances:

1. In the event of a joint venture, collaboration, financing, sale, merger or reorganisation of the company.
2. To further fraud protection and reduce the risk of fraud.
3. If the disclosure is required by law.
4. To prove or protect our legal rights.

Your rights

Under the General Data Protection Regulation (GDPR), you, as a data subject have a number of rights which are detailed below:

Your Rights as a User

Under the GDPR, you have the following rights:

1. Right to be informed;
2. Right of access;
3. Right to rectification;
4. Right to erasure;
5. Right to restrict processing;
6. Right to data portability; and
7. Right to object.

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data and to who we disclosed your personal data, if you would like your data to be deleted or modified in any way, or if you would like to exercise any of your other rights under the GDPR, please contact us by sending an email to info@pharmesthetics.com

Third Party Links

On occasion we include links to third parties on this website. Where we provide a link it does not mean that we endorse or approve that site's policy towards visitor privacy. You should review their privacy policy before sending them any personal information.

Use of Cookies

Cookies provide information regarding the computer used by a visitor. We may use cookies where appropriate to gather information about your computer in order to assist us in improving our website.

We may gather information about your general internet use by using the cookie. Where used, these cookies are downloaded to your computer and stored on the computer's hard drive. Such information will not identify you personally. It is statistical data. This statistical data does not identify any personal details whatsoever.

You can adjust the settings on your computer to decline any cookies if you wish. This can easily be done by activating the reject cookies setting on your computer or browser.

Your right to complain

If you have any complaints about how we process your personal data, please contact us through the contact methods listed in the [Contact Information section](#) so that we can, where possible, resolve the issue. If you feel we have not addressed your concern in a satisfactory manner you may contact a supervisory authority. You also have the right to directly make a complaint to a supervisory authority. You can lodge a complaint with a supervisory authority by contacting the Information Commissioner's Office in the UK.

Contacting Us

Please do not hesitate to contact us regarding any concerns or complaints relating to this Privacy Policy at

info@pharmesthetics.com
02080 504353
208 Upper Richmond Road, London, SW15 6TD