TLC | THE SKIN EDIT

PRIVACY POLICY

Revised 2026

TLC The Skin Edit

Last updated: November 2026

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1. Who we are

TLC The Skin Edit is a medical aesthetics practice providing injectable treatments and advanced skin therapies. This privacy policy explains how we collect, use and protect your personal information when you visit our website or use our services.

- Data Controller: Kim Powell
- Business name: TLC The Skin Edit
- Email: info@tlcaesthetics.uk
- Phone: 07854 498771
- Address: Abney Hall, Manchester Road, Cheadle, SK8 2PD

2. Information we collect

Information you provide

- Contact details: name, email address, phone number, address
- Medical information: health history, treatment records, consultation notes
- Consultation data: treatment preferences, concerns, goals
- Payment information: billing details (we do not store card details)
- Communications: messages you send us by WhatsApp, text or email, and phone call records
- Visual records: clinical photographs for treatment planning and records

Information we collect automatically

- Website usage: pages visited, time spent, browser type
- Device information: IP address, operating system
- Cookies and tracking: as detailed in Section 7

3. How we use your information

Legal basis

- Consent: when you agree to treatment or to marketing messages
- Contract: to provide the treatments and services you have asked for
- Legitimate interests: business operations, safety and improving our services
- Legal obligations: to meet regulatory and professional requirements

Because health information is special category data, we also rely on the provision of health care as our condition for using it.

Purposes

- Treatment delivery: consultations, treatments and aftercare
- Health and safety: keeping medical records and making sure treatment is safe
- Communication: appointments, follow-up care, treatment updates and answering your questions
- Business operations: administration, scheduling and payment processing
- Marketing: with your consent, sending reminders and updates (see Section 10)
- Legal compliance: meeting professional and regulatory obligations

Messaging you on WhatsApp and by text

We may message you on WhatsApp, text or email about your appointments, your treatment and skincare plan, and your aftercare. We do this to look after you, to check you are healing well and to answer your questions. We keep these messages with your patient record.

Lotte, our patient concierge

Lotte is the name we use for our patient concierge service. Some of our messages are sent automatically at set times after your treatment. Lotte also helps us write replies. Nurse Kim or a member of the team reviews every reply before it is sent. Lotte does not make decisions about your care, and any clinical question is answered by a person. You can always ask to speak to someone directly by calling 07854 498771.

To write a helpful reply, we may use your first name, your recent messages with us, your appointment dates and the treatment and skincare plan we have already shared with you. We do not send your clinical notes, assessments or photos to the AI service we use, and we do not sell your information.

4. How long we keep your information

- Medical records, including messages kept with your record: 8 years after last treatment (professional requirement)
- Marketing preferences: until you withdraw consent, then we keep a record that you opted out so we do not contact you again
- Website analytics: 26 months maximum
- CCTV footage: 30 days (if applicable)
- Financial records: 7 years for tax purposes

When the time is up, we delete information securely.

5. Who we share information with

- Healthcare professionals: for referrals or joint care (with your consent)
- Regulatory bodies and legal authorities: if required by law or to protect safety
- Service providers who help us run the clinic, under written agreements and only on our instructions:
    - WhatsApp (Meta) and 360dialog GmbH, to send and receive messages
    - AI provider, to help draft replies that a person approves

    - Lovable, which stores our patient system
    - Ovatu, our appointment system, and our payment and email providers

We will never sell, rent or lease your personal information to third parties for marketing purposes.

6. Your rights

Under data protection law you have the right to:

- Access: ask for a copy of your information
- Rectification: correct anything inaccurate or incomplete
- Erasure: ask us to delete your information (subject to legal and medical record requirements)
- Portability: receive your information in a portable format
- Restriction: limit how we use your information
- Object: object to marketing or to use based on legitimate interests
- Withdraw consent: stop processing that relies on consent at any time

To use these rights, email info@tlcaesthetics.uk.

7. Cookies and tracking

Cookies are small files stored on your device that help us analyse website traffic and improve your experience.

Essential cookies (always active): enable basic website functions and remember your preferences during your visit.

Analytics cookies: Google Analytics, to understand how visitors use our website (anonymous page views, time spent and behaviour).

Marketing cookies: Facebook Pixel, to show relevant ads to previous visitors, and Google Ads, to measure advertising effectiveness.

Managing cookies: you can control cookies in your browser settings (Chrome, Firefox, Safari and Edge all have a Privacy section).

Opt out of tracking:

- Google Analytics: https://tools.google.com/dlpage/gaoptout
- Facebook Ads: https://www.facebook.com/ads/website_custom_audiences/
- General: https://optout.networkadvertising.org/

8. Data security

- Physical security: locked filing systems and restricted access
- Digital security: encryption, secure servers and regular backups

- Access controls: staff see only what they need to
- Training: regular data protection training
- Policies: strict data handling and retention procedures

9. International transfers

Your data is primarily processed within the UK. Some of the companies that help us (for example WhatsApp or our AI service) may handle information outside the UK or the EEA. When they do, we make sure it is protected by approved safeguards, such as the UK International Data Transfer Agreement or an adequacy decision, and that appropriate safeguards are in place.

10. Marketing communications

Consent-based marketing

- We only send marketing by email, WhatsApp or text with your explicit consent, for example when you tick "OK to message me" on our signup page, your consultation form or your patient record.
- You can change your mind at any time by replying STOP, telling us, using the unsubscribe link in emails or unticking the option in your patient portal.
- We process opt-out requests within 48 hours.

What we send

- Reminders to rebook, skincare reorder reminders and review requests
- Treatment information, updates and special offers
- Educational content about skincare and aesthetics

Aftercare messages and reminders about your consultation form are part of your care, not marketing, so you may still receive them.

11. Third-party websites

Our website may contain links to other websites. We are not responsible for the privacy practices of external sites. Please read their privacy policies before giving them personal information.

12. Children's privacy

Our services are not intended for anyone under 18. We do not knowingly collect personal information from minors without parental consent.

13. Changes to this policy

We may update this policy to reflect changes in our practices or legal requirements. Significant changes will be communicated by email or website notice.

14. Complaints and concerns

Please contact us first: info@tlcaesthetics.uk or 07854 498771.

You also have the right to complain to the Information Commissioner's Office (ICO):

- Website: https://ico.org.uk
- Phone: 0303 123 1113
- Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

15. Consent

By using our website or services, you acknowledge that you have read and understood this privacy policy. For treatment-related data processing, we will ask for your explicit written consent during your consultation.

You may withdraw consent at any time by contacting us. This will not affect the lawfulness of processing before withdrawal, and we may need to keep some information for legal or medical record purposes.