

HEX Privacy Notice

At Hex we're committed to protecting and respecting your privacy.

SECTION 1: What is a Privacy Notice?

A privacy notice is a statement that describes how HEX collects, uses, retains and discloses personal information.

To ensure that we process your personal data fairly and lawfully we are required to inform you:

- Why we need your data
- How it will be used and
- Who it will be shared with

This information also explains what rights you have to control how we use your information.

The law determines how organisations can use personal information. The key laws are: the Data Protection Act 2018 (DPA), the Human Rights Act 1998 (HRA), and the common law duty of confidentiality.

HEX recognises the importance of protecting personal and confidential information and takes care to meet its legal duties.

SECTION 2: What information do we collect?

As part of the consent to treatment process we will collect the following information: -

Personal Information

- Full Name
- Address
- Date of Birth
- Email

If parental consent is required then the above details will also be requested of the parent or legal guardian.

Special Category Data (This is personal data which the Data Protection Act 2018 (DPA) says is more sensitive, and so needs more protection)

Medical / health information including conditions such as:

- Heart conditions / seizures or epilepsy
- Haemophilia
- Haemorrhaging / bruise easily
- Immune compromising conditions
- High blood pressure
- Diabetes
- Allergic reactions to adhesive plasters / creams / metals / iodine / seafood / latex or wheatgerm
- Need for blood thinning medication
- Pregnant / nursing mother
- Prone to fainting or dizziness

Using your information

The Special Category Data collected is to ensure we can provide accurate information needed to safeguard you against any adverse effects from the proposed piercing and to ensure that the body piercing is a safe option for you and any risk is minimised by assessing your medical history.

This also covers Hex by providing evidence that all the right questions have been asked and once answered, you confirm they are correct and voluntarily give your approval and consent to body piercing treatments.

Sharing your information

Hex does not routinely share any personal information with third parties, however we are required to keep information for a certain period of time – as stated below – to comply with requests by the local council to audit the processing activities at Hex and also insurance companies to comply with the terms and conditions of the insurance requirements.

Additionally, we may publish pictures of your new piercings / jewellery on our social media pages (which are listed below in ‘how to contact us’ section).

You will be asked before a picture is taken and made aware that the picture may be published.

Legal Basis

We use two of the legal bases set out in GDPR.

Contract:

Article 6 (1) (b) of the GDPR says that we can process your data where it “processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract”. In plain language, this will apply if:

- you attend an appointment with us;
- purchase goods from our online shop;
- agree to proceed with services provided by us.

Legitimate Interests:

Article 6 (1) (f) of the GDPR says that we can process your data where it “is necessary for the purposes of the legitimate interests pursued by [us] or by a third party, except where such interests are overridden by the interests or fundamental rights or freedoms of [you] which require protection of personal data.”

Retaining information

In the event of a contract for procedure(s) existing we will delete your personal data from our systems if the last transaction date (appointment, payment or procedure) in relation to the contract is over 10 years old for surgical procedures or 8 years for treatment procedures and we have not had substantial contact with you for a period of one year.

Credit / Debit card receipts – 18 months, this is in accordance with dispute chargeback timescales.

Once the information has reached its retention period it is destroyed securely.

Security of your information

All personal information is securely held in locked fire proof cabinets and can only be accessed by those authorised to do so.

SECTION 3: Your Rights

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling
9. The right to withdraw consent

Further information on your rights can be found at <https://ico.org.uk/your-data-matters>

If at any time you wish to obtain a copy of the information we hold about you or you wish to request any pictures taken of you be deleted please contact us using the details below: -

Website address: <http://www.hexpiercing.co.uk>
Facebook URL: <https://www.facebook.com/search/top/?q=lauren%20clare%20hex>
Facebook – Lauren Clare Hex
Instagram: [Instagram.com/hexpiercinglimited](https://www.instagram.com/hexpiercinglimited)
[Instagram.com/padlockhex](https://www.instagram.com/padlockhex)
[Instagram.com/ofgl0ry](https://www.instagram.com/ofgl0ry)
Twitter: twitter.com/hexpiercinglimited
Email: hex_piercing@hotmail.co.uk
Telephone: 07761 126 543

Complaints

If you are dissatisfied with the way in which we process your data you are entitled to complain to the above-mentioned contact details.

If you are still dissatisfied once the complaint is completed, you are entitled to make a complaint to the Information Commissioners Office (ICO).

The Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Telephone: 0303 123 1113
Email: casework@ico.gsi.gov.uk
Website: www.ico.gov.uk