



Induce Aesthetics Privacy Notice

Introduction

Welcome to the Induce Aesthetics Privacy Notice. You can download this page as a PDF. You can also download our Cookie Policy as a PDF.

Induce Aesthetics respects your privacy and is committed to protecting your personal data. This Privacy Notice explains how we collect, use, store, and protect your personal data when you visit our website, regardless of where you access it from. It also outlines your privacy rights and how the law protects you.

Please refer to the Glossary at the end of this document to understand the meaning of some of the terms used in this Privacy Notice.

1. Important Information and Who We Are

Purpose of This Privacy Notice

This Privacy Notice provides information on how Induce Aesthetics collects and processes your personal data through your use of this website, including data you may provide when purchasing a service or booking an appointment.

This website is not intended for children, and we do not knowingly collect data related to children.

It is important that you read this Privacy Notice together with any other privacy or fair processing notices we may provide when collecting or processing personal data about you, so that you are fully aware of how and why we are using your data. This Privacy Notice supplements other notices and does not override them.

Controller

Strano Medical Limited, trading as Induce Aesthetics, is the controller responsible for your personal data (referred to as "we", "us", or "our" in this Privacy Notice). We have appointed a Data Privacy Manager who oversees questions regarding this Privacy Notice. If you have any questions about this Privacy Notice, or wish to exercise your legal rights, please contact the Data Privacy Manager using the details below.

Contact Details

Our full details are:

- Full name of legal entity:** Strano Medical Limited t/a Induce Aesthetics
- Name or title of Data Privacy Manager:** Giuseppe Strano

•**Email address:** info@induceaesthetics.co.uk

•**Head Office and postal address:** Strano Medical Limited, 23 High Street, Herne Bay, Kent, CT6 5LJ

•**Registration address:** Strano Medical Limited, Omega House, 112 Main Road, Sidcup, Kent, DA14 6NE

You have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). However, we would appreciate the opportunity to address any concerns you may have before you contact the ICO, so please reach out to us first. It is essential that the personal data we hold about you is accurate and up to date. Please inform us if your personal data changes during your relationship with us.

Third-Party Links

This website may contain links to third-party websites, plug-ins, and applications. Clicking on these links or enabling these connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy notices. When leaving our website, we encourage you to review the privacy notice of any website you visit.

2. The Data We Collect About You

Personal data means any information that relates to an identified or identifiable individual. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store, and transfer different types of personal data about you, which we have grouped as follows:

- Identity Data:** Includes first name, maiden name, last name, username, marital status, title, date of birth, and gender.
- Contact Data:** Includes billing address, delivery address, email address, and telephone numbers.
- Financial Data:** Includes bank account and payment card details.
- Transaction Data:** Includes details about payments to and from you, as well as services you have purchased.
- Technical Data:** Includes IP address, login data, browser type and version, time zone, location, operating system, and other technologies used to access the website.
- Profile Data:** Includes your username and password, purchases or orders made, interests, preferences, feedback, and survey responses.
- Usage Data:** Includes information about how you use our website, products, and services.
- Marketing and Communications Data:** Includes your preferences in receiving marketing from us and our third parties.
- Medical Data:** Includes whether you passed or failed a medical assessment and any blood pressure readings.

We also collect, use, and share **Aggregated Data** such as statistical or demographic data. Aggregated Data may be derived from your personal data, but it does not reveal your identity. If we combine Aggregated Data with personal data, we treat the combined data as personal data.

Special Categories of Personal Data: Other than Medical Data, we do not collect any special categories of personal data (e.g., race, ethnicity, religious beliefs, sexual orientation, genetic data). We also do not collect information about criminal convictions and offences.

Failure to Provide Personal Data:

If you fail to provide personal data when requested, particularly where it is required by law or necessary for the performance of a contract, we may not be able to fulfil the contract or provide the services you have requested.

3. How Is Your Personal Data Collected?

We use various methods to collect data from and about you, including:

•**Direct Interactions:** You may provide us with Identity, Contact, and Financial Data by filling out forms or corresponding with us via post, phone, email, or our online chat facility. This includes personal data you provide when you:

- Apply for our services
- Create an account on our website
- Request marketing to be sent to you
- Provide feedback or book an appointment

•**Automated Technologies or Interactions:** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions, and patterns using cookies, server logs, and similar technologies. We may also receive Technical Data about you if you visit other websites that use our cookies.

•**Third Parties or Publicly Available Sources:** We may receive personal data about you from third parties, such as:

- Technical Data:** From analytics providers such as Google
 - Contact, Financial, and Transaction Data:** From payment and delivery services like Global Payments
 - Identity and Contact Data:** From publicly available sources such as Companies House, the Electoral Register, or the DVLA
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4. How We Use Your Personal Data

We will only use your personal data when the law allows us to. Most commonly, we use it in the following circumstances:

- Where we need to perform a contract with you
- Where it is necessary for our legitimate interests or those of a third party, provided your rights and freedoms do not override those interests
- Where we need to comply with a legal obligation

We do not rely on consent as a legal basis for processing personal data, except in relation to sending third-party marketing communications via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

5. Disclosures of Your Personal Data

We may share your personal data with the parties set out below for the purposes outlined in paragraph 4:

- Internal Third Parties:** Our Group structure (Strano Medical Limited, SML, SML Virtual Hospital, etc.)
- External Third Parties:** Service providers, professional advisers, HMRC, and other authorities as required.

We ensure that third parties respect the security of your personal data and process it in accordance with the law.

6. International Transfers

We do not transfer your personal data outside the European Economic Area (EEA).

7. Data Security

We implement appropriate security measures to prevent unauthorized access, loss, or misuse of your personal data. Only authorized personnel and third parties with a business need have access to your data.

8. Data Retention

We will retain your personal data for as long as necessary to fulfill the purposes for which it was collected, including legal, accounting, or reporting requirements. In most cases, we will retain your data for two years. After that, we may anonymize the data or delete it upon your request.

9. Your Legal Rights

Under data protection laws, you have the following rights in relation to your personal data:

- Access:** Request a copy of your personal data
- Correction:** Request corrections to your personal data
- Erasure:** Request the deletion of your personal data
- Objection:** Object to processing of your personal data
- Restriction:** Request the restriction of processing
- Transfer:** Request the transfer of your data to another party

- Withdraw Consent:** Withdraw consent where applicable

You can exercise these rights by contacting us.

10. Glossary

Lawful Basis:

- Legitimate Interest:** Processing necessary for our legitimate business interests, provided these interests do not override your rights.
- Performance of Contract:** Processing required to perform a contract with you.
- Comply with Legal Obligations:** Processing necessary for compliance with legal obligations.

Third Parties:

- Internal Third Parties:** Our Group companies, including Strano Medical Limited and related entities.
 - External Third Parties:** Service providers, professional advisers, regulators, etc.
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Cookie Policy

Our website uses cookies to distinguish you from other users and to help us improve your experience. Cookies are small text files that are stored on your device when you visit a website. They allow us to analyze traffic and personalize your experience.

You can choose to block cookies through your browser settings. However, some parts of the website may become inaccessible or not function properly.

For more information, please review our Cookie Policy.

This revised document reflects UK and EU legislation standards, ensuring that it is aligned with data protection laws like GDPR.