

AURA'S GDPR POLICY

You may have heard that data protection laws are set to change on 25th May 2018. Your privacy is important to us here at Aura, and to illustrate this we have made some changes to our privacy policy to be even clearer about how we collect, use, and store your information.

The fact that the law is changing only builds on what we already do today – and that is to give your personal information the respect and security it deserves.

We use a system called Phorest that you use to book your appointments, this stores some of the data we have from you, the rest is on a paper consent form for specific treatment areas. As of the 25th May 2018, we have moved completely away from paper. This means that all your data is stored securely on Phorest's software. Each staff member has a pin number to make sure that all data is completely secure.

We promise that no third parties will hold your data and that we will not sell it on.

We promise to only send you marketing emails if you have consented to it and if it is relevant to you. Your phone number will be used to remind you of an upcoming appointment. There is always the option to unsubscribe from our emails and if you wish for texts to stop then you can remove it on your consultation cards.

We have new online consultation cards which require you to sign and fill in all necessary information. This means all data is kept up to date and if you wish to change anything, it is made easier by doing it on our Ipads.

Previous record cards will be kept in a lock filing cabinet and in a secure room.

For regular treatments, where you fill in your name, address, email address and number, we can remove this data as and when you wish and this can be permanent.

Our insurance requires us to keep consent forms for 10 years. Therefore, any information that requires consent we will keep for 10 years and then after that we will shred the information.

Below are your rights in terms of GDPR and how we are compliant with each one.

The Right To Be Informed of the fact that you are collecting and storing their data and why. - We collect data when you come into the salon. We need all the information we ask for either marketing or legal reasons required by our insurance company.

The Right Of Access to the data that you have collected on them - Clients can check and change their digital consultation form when you come into the salon.

The Right To Rectification if they want to correct or change any Personal Data you have about them. - Clients can check and change their digital consultation form when you come into the salon.

The Right To Be Forgotten and have their Personal Data be deleted from your records. - We can permanently delete off our Phorest system. Just ask in the salon.

The Right To Data Portability and the transfer of their information to another business. - If you would like us to share your data with another company then please ask.

The Right To Object To Processing And Direct Marketing, while you still hold their Personal Data. - All our emails have an unsubscribe button.

The Right To Be Notified of any breach of their data with 72 hours. - if we have a breach in the system we will send out an email to all clients asap.

