

Privacy Policy

Last Updated: 20/06/2026

Introduction

Aesthetics by Beth Ltd ("we", "us", "our") is committed to protecting your privacy and handling your personal information securely and transparently.

This Privacy Policy explains how we collect, use, store, and protect your personal information in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Data Controller

Aesthetics by Beth Ltd is the Data Controller responsible for your personal information.

Email: info@aestheticsbybeth.co.uk

Telephone: 07720233007

Data Protection Lead

Aesthetics by Beth Ltd has appointed a Data Protection Lead responsible for overseeing compliance with data protection legislation.

For any questions regarding this Privacy Policy, please contact:

Email: info@aestheticsbybeth.co.uk

Information We Collect

Personal Information

- Name
- Address
- Date of birth
- Email address
- Telephone number
- Emergency contact details

Medical Information

- Medical history
- Allergies
- Current medications
- Health conditions
- Consultation records

- Treatment notes
- Consent forms

Clinical Photography

We may collect:

- Before treatment photographs
- After treatment photographs
- Progress photographs

Clinical photographs form part of your confidential medical record.

Marketing use of photographs will only occur where separate written consent has been provided.

Financial Information

- Deposits
- Payments
- Refunds
- Transaction records

We do not store full payment card details.

How We Collect Information

We collect information when you:

- Book appointments
- Complete consultation forms
- Complete consent forms
- Attend consultations and treatments
- Contact us by telephone, email or social media
- Use our website

How We Use Information

We use your information to:

- Assess treatment suitability
- Provide aesthetic treatments safely
- Maintain clinical records
- Manage appointments
- Process payments

- Meet legal and professional obligations
- Respond to enquiries
- Send marketing communications where consent has been given

Legal Basis for Processing

We process personal data under:

- Contract
- Legal obligation
- Legitimate interests
- Consent

Third-Party Providers

We use the following providers:

Faces Consent

Used for:

- Appointment bookings
- Medical questionnaires
- Consent forms
- Treatment records
- Clinical photography
- Deposit payments

123 Reg Managed WordPress Hosting

Used to host and maintain our website.

Google Analytics

Used to analyse website performance and visitor activity.

Monzo Business

Used for business banking and payment processing.

Sharing Information

We may share information with:

- Accountants
- Insurers
- Professional advisers
- Regulatory authorities

- Law enforcement where legally required

We do not sell personal information.

Data Security

We protect information through:

- Password-protected systems
- Multi-factor authentication
- Secure cloud storage
- Restricted staff access
- Confidentiality obligations

Data Retention

Adult treatment records will normally be retained for a minimum of eight years following your last treatment.

Records will then be securely deleted or destroyed.

Your Rights

You have the right to:

- Access your information
- Correct inaccurate information
- Request erasure where applicable
- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent

Contact

Aesthetics by Beth Ltd

Email: info@aestheticsbybeth.co.uk

Telephone: 07720233007

Complaints

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

Website: www.ico.org.uk

Telephone: 0303 123 1113