

Introduction

Advanced Dermatology Clinic Ltd is committed to protecting the privacy and security of your personal information.

This privacy notice describes how we collect and use personal information about you before, during and after we have provided you with our services, in accordance with all existing Jersey data protection laws. It applies to all Patients. If you wish to contact us about anything contained in this notice, please email us at booking@dermatology.je.

Under data protection legislation, we are required to notify you of the information contained in this privacy notice. It is essential that you read this notice, together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal information about you so that you are aware of how and why we are using such information. We may update this information at any time.

Data protection principles

We will comply with data protection law. This says that the personal information we hold about you must be:

- Used lawfully, fairly and transparently
- Used for specified, explicit and legitimate purposes
- Used in a way that is adequate, relevant and limited to only what is necessary
- accurate and, where necessary, kept up to date
- Kept for no longer than is necessary
- Handled in a way that ensures appropriate security, including protection against unlawful or unauthorised processing, access, loss, destruction or damage

If you have questions

If you have any questions about this privacy notice or how we handle your personal information, please contact us at booking@dermatology.je We would welcome the opportunity to resolve any complaint directly and you also have the right to make a complaint at any time to the Central Data Protection Unit dpu@gov.je.

Collecting information about you

Using information about you

Why do we use personal information about you?

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

- Where we need to provide healthcare services to you.
- Where we need to comply with a legal obligation.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights, do not override those interests.

How will we use your personal information?

We need all the categories of information in the list above to allow us to provide you with our services and to enable us to comply with legal obligations. In some cases, we may use your personal information to pursue legitimate interests of our own or those of third parties,

provided your interests and fundamental rights do not override those interests. The situations in which we will process your personal information are listed below.

- To enable us to provide healthcare services
- To enable us to collect payment
- To fulfil our obligations as a healthcare provider
- To provide safe services
- To maintain complete medical records
- To bill for services
- To meet our regulatory obligations
- To conduct audits
- To improve our systems and services
- To support marketing activities
- To enable us to comply with our legal obligations (for example, fraud prevention)

Where we use your sensitive personal data (such as health data), we are required to have further justification for collecting, storing and using this type of personal information. Generally, we will be processing your health data because the law allows us to provide healthcare services and treatment.

Do we need your consent?

We do not need your specific consent when we use your personal information, as justified above. In limited circumstances, we may approach you for your written consent to allow us to process certain data for a specific purpose. If we seek your consent, we will provide you with full details of the information we would like and the reason we need it so that you can carefully consider whether you wish to consent. You should be aware that it is not a condition of your contract with us that you agree to any request for consent from us. Your consent or decision to opt in is entirely voluntary. Should you decide not to consent or opt in or should you change your mind at any time, you do not need to give a reason and your medical care and legal rights will not be affected.

What if you choose not to provide personal information?

If you choose not to provide certain information when requested, or if you object to a particular type of processing that we carry out, we may not be able to provide services to you, or we may be prevented from complying with our legal obligations (such as to ensure your safety).

Your rights

Your rights under the Data Protection (Jersey) Law 2018 include the rights to:

- Be informed about how your data is being used
- Access personal data
- Have incorrect data updated
- Have data deleted (in certain circumstances)
- Limit or restrict the processing of your data (in certain circumstances)
- Data portability (allowing you to obtain and reuse your data for different services)
- Object to how your data is processed (in certain circumstances)

If you want to review, verify, correct or request the erasure of your personal information, object to the processing of your personal data, request the restriction of processing or request that we transfer a copy of your personal information to another party, please contact us at booking@dermatology.je.

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

Right to withdraw consent

In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact us at booking@dermatology.je. Once we receive notification that you have withdrawn your consent, we will no longer process your information for the purposes you originally agreed to unless we have another legitimate basis for doing so in law.