**Privacy Policy**

The website malexanderlondon.com is owned by Monique Alexander. You, as a visitor to our website, agree to the following Privacy Policy, and your use of our site constitutes your acceptance to be bound by the terms. Your use of our website, and any information that you contribute or provide to us is subject to this Privacy Policy, with effect from October 2019.

The privacy of our clients is of utmost importance. Client consultation forms that include personal identification information and any before and after photographs are stored securely and we will never share this information with any third parties unless required by the law.

Our treatment consultation process is very thorough and includes detailed health information in order to ensure the best treatment, after care and client safety during all treatments. It is the client’s responsibility to provide accurate and up to date medical and health information at each treatment visit – this is particularly important in the event of an emergency. It is very important that the data we hold about you is accurate and current. Please keep us informed if your data changes.

For purposes of the applicable Date Protection Legislation M Alexander London is the “data controller” This means that M Alexander London determines the purposes for which, and the manner in which your data is stored.

How we collect data: We collect data in two ways:

1. Data is given to us by you – when you contact us through the website, by telephone, by email and during consultation and treatment, in each case in accordance with this privacy policy.
2. When you access this website – we will collect your data automatically. This information helps us to make improvements to the website content, navigation and includes your IP address, the date, time and frequency with which you access the website.

Your rights:

1. Right to access – the right to request copies of the information we hold about you at any time.
2. Right to correct – the right to correct your data if it is inaccurate or incomplete.
3. Right to erase – the right to request that we erase all of your data from our system.
4. Right to restrict our use of your data – the right to block us from using your data or limit the way in which we can use it.
5. Right to data portability – the right to request that we move, copy or transfer your data.
6. Right to object – the right to object to our use of your data including where we use it for our legitimate purposes.

M Alexander London keep our privacy policy under regular review and any updates will be made available on this page on our website. The last update was made on the 23 October 2019.