Patient and website privacy notice

Patient-facing privacy information | approved publication copy subject to the checks listed in the implementation register

Last reviewed: 29 October 2026. This notice explains how Degiovanni Dermatology Limited collects, uses, shares and safeguards personal information when you contact us, use our website, arrange an appointment or receive dermatology care.

Who we are

Degiovanni Dermatology Limited (company number 14591979) is a UK private dermatology business. We are generally the data controller for patient administration, invoicing and clinical records in Jelly under our control. When you attend a hospital, that hospital may separately control its own admission, booking, clinical, pathology or premises systems. We work with hospitals and other healthcare professionals to coordinate your care.

Contact for privacy questions or requests: Dr Claudia DeGiovanni, Information Governance Lead. Email: cvdegiovanni@gmail.com. Telephone: 07305 954483. Registered office: 76 Innovation Centre, University Road, Canterbury, Kent CT2 7FG . Our contact details and clinic locations may change; the current details will be kept on this website.

Information we collect

- Your name, date of birth, contact details, address, GP/referrer, relevant identity information and appointment preferences.
- Information you and other clinicians give us about symptoms, health history, diagnosis, medications, allergies, test results, treatment, surgical consent and outcomes.
- Clinical photographs, relevant documents and consultation recordings/transcripts used for clinical documentation where you have agreed to the recording method.
- Billing and insurance information, payments and relevant account correspondence. We do not store full card numbers or card security codes in our clinical records.
- Information submitted via our website contact form and essential website technical/security records; analytics/cookies where permitted and, if required, consented to.

Why we use it and legal bases

Purpose	UK GDPR basis / additional health condition
Arrange, deliver and document care and share relevant information for direct care	Article 6(1)(b) contract (or another appropriate basis where applicable); Article 9(2)(h) healthcare by a professional bound by confidentiality.
Patient safety, urgent referrals, required records or legal compliance	Article 6(1)(c) legal obligation where applicable, or Article 6(1)(f) legitimate interests as relevant; Article 9(2)(h) for care, another specific condition where needed.
Billing, accounting, insurers, collections of genuine unpaid fees	Article 6(1)(b) contract / 6(1)(c) legal obligation for tax records / 6(1)(f) legitimate interests for proportionate collections. Clinical details are not routinely shared with a collection agency; if needed for legal claims a separate Article 9 condition is assessed.
Clinical AI-assisted documentation using Heidi	Under the same lawful bases as the related care and clinical record (normally 6(1)(b) and 9(2)(h)); patient choice about recording/AI is separately respected.
Images/stories for teaching, publicity or other non-care uses	Separately agreed purpose-specific consent, generally 6(1)(a) and 9(2)(a) where the material is health information; withdrawal rights explained.

Website operation, contact forms, necessary security; optional analytics	Legitimate interests or contract as appropriate; non-essential cookies subject to PECR consent where required.

Heidi AI and recordings

If you choose to allow it, Dr DeGiovanni will use Heidi, an AI-assisted clinical transcription and dictation service, to help prepare accurate notes or letters. You are told before the appointment and asked again before the tool is used. You may refuse without affecting your care; notes will instead be made by other methods. The clinician remains responsible for checking medical accuracy. The provider processes data under contract and relevant safeguards, which we review. Consultation transcript content may identify you even where names and other personal information is omitted.

Clinical photographs

Photographs may be needed for diagnosis, monitoring and treatment. They form part of your clinical record. Where we ask to use photographs or a clinical story outside direct care (for example teaching or explaining outcomes to other patients), we will explain the purpose and seek separate permission. You can refuse this additional use without affecting treatment.

Who receives information

Where necessary and appropriate, we share information with verified GPs and referring clinicians, hospitals and pathology laboratories, NHS skin cancer services and multidisciplinary teams, pharmacists, insurers, and secure providers that help with administration, clinical software, transcription, payments, prescriptions and accounting. This can include Nuffield Health/TrackCare, Jelly, Heidi, TakePayments, Xero, SignatureRx and other approved providers. With your agreement, contact details may be shared with a skincare plan provider such as GetHarley. Where fees remain unpaid, limited contact and billing information may be provided to an approved debt collection agency or professional advisers; we do not disclose diagnoses or clinical records for routine debt collection.

Where information is stored and overseas transfers

Clinical records are primarily held within Jelly and may also appear in hospital-controlled records.

How long we keep it

We keep records no longer than is necessary for care, professional obligations, legal claims and lawful recordkeeping. As a starting point, adult clinical records are generally kept for at least eight years after the last entry; where a patient was treated under age 18, a longer period generally applies, often to age 25 or 26. Some information is kept longer when clinically or legally justified, for example an unresolved complaint or claim. Temporary downloads, AI drafts and recordings are kept only for approved short periods. Financial and tax records follow applicable accounting and statutory requirements. You can ask about the period relevant to your information.

Your rights

You may ask to see personal data we hold about you, correct inaccurate facts, object to or restrict certain uses, or request deletion in circumstances allowed by law. Some rights, such as portability, apply only in particular situations. Clinical records cannot always be deleted on request because they may need to be kept safely and lawfully. We normally provide subject access information without charge and respond without undue delay, usually within one month. We may need reasonable identity checks before releasing medical information.

Complaints and questions

You can raise a data protection complaint with us using the contact details above, verbally or in writing. We will acknowledge receipt within 30 days, take reasonable steps to investigate, keep you informed and provide an outcome without undue delay. You can also complain to the Information Commissioner's Office (ICO): https://ico.org.uk/make-a-complaint/.

Email and website communications

Please do not send unnecessary sensitive details through our general website contact form. Patients sometimes send information or photographs by email; we handle it as confidential and encourage use of an approved secure route where available. Appointment confirmations and reminders are service messages. We do not generally send marketing newsletters. We will not start marketing messages without satisfying applicable data-protection and electronic-marketing rules.

Cookies

Our website uses technical functionality needed to operate and may use analytics. Any non-essential cookies or comparable technologies will be explained and controlled through a suitable consent mechanism where required.

Changes to this notice

We will update this notice when practices, suppliers or legal requirements change, and show the updated date on our website. Significant changes will be brought to patients' attention where appropriate.