



PRIVACY POLICY

This Privacy Policy applies to the personal data collected through the website accessible at anasilvaguerra.co.uk.

At Clínica Ana Silva Guerra, we respect your privacy and value the trust you place in us. This Privacy Policy explains who we are, how and why we collect and use your personal data, how we keep it secure, who we may share it with, how long we retain it, and the rights available to you under applicable data protection law.

We process personal data relating to patients, prospective patients, website visitors, suppliers, business contacts, and other relevant parties. We do so in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and, where applicable, the EU GDPR.

We may update this Privacy Policy from time to time. Any material changes will be published on this page.

For questions relating to this Privacy Policy or the processing of your personal data, please contact us:

Email: geral@anasilvaguerra.com

Who We Are

Clínica Ana Silva Guerra is a medical and aesthetic clinic based in Portugal, providing consultations and treatment services to both domestic and international patients, including individuals based in the United Kingdom.

As we market services to UK residents and may process the personal data of UK-based individuals, we aim to meet the standards required under UK data protection law.

What Personal Data We Collect

Depending on how you interact with us, we may collect and process the following categories of personal data:

Identity and Contact Information

- Name
- Email address
- Telephone number
- Postal address
- Date of birth

Enquiry and Consultation Information

- Information you provide when requesting appointments or consultations
- Treatment interests or preferences
- Communications with our team

Medical Information

Where necessary for consultations or treatment planning, we may process limited health-related information that you voluntarily provide. This is treated as special category data and handled with enhanced confidentiality.

Payment and Transaction Information

- Billing details
- Payment confirmations
- Refund information where relevant

Website Usage Data

- IP address
- Browser type
- Device information
- Pages visited
- Cookies and analytics data

How We Use Your Personal Data

We use your personal data for the following lawful purposes:

To Respond to Enquiries

To reply to requests submitted through our website, email, WhatsApp, telephone, or social media.

To Arrange Consultations and Treatment

To schedule appointments, assess suitability for treatment, communicate pre- and post-operative information, and provide ongoing patient support.

To Manage Payments and Administration

To issue invoices, process payments, maintain records, and manage bookings.

To Improve Our Services

To analyse website traffic, improve user experience, and enhance our services.

Marketing Communications

Where permitted by law or with your consent, we may send you information about our services, updates, or newsletters. You may unsubscribe at any time.

Legal Basis for Processing

Under UK GDPR, we rely on one or more of the following lawful bases:

- Consent – where you have given clear permission
- Contract – where processing is necessary to provide requested services
- Legal Obligation – where required by law
- Legitimate Interests – where necessary for business operations, provided your rights do not override those interests
- Healthcare Purposes – where health data is processed in connection with medical care or treatment

Sharing Your Data

We may share your personal data with trusted third parties where necessary, including:

- Payment providers
- IT and website service providers
- Professional advisers
- Medical professionals involved in your treatment journey
- Regulatory or public authorities where legally required

All third parties are expected to keep your data secure and use it only for legitimate purposes.

International Transfers

As our clinic is based in Portugal, your personal data may be processed within the European Economic Area (EEA). Where personal data is transferred outside the UK, we ensure that appropriate safeguards are in place in accordance with UK GDPR.

Data Retention

We retain personal data only for as long as necessary for the purposes for which it was collected, including:

- To provide services
- To comply with legal, tax, and medical record obligations
- To resolve disputes or claims
- To maintain legitimate business records

Retention periods vary depending on the nature of the data and applicable legal requirements.

Your Rights (UK Citizens/Residents)

If you are based in the UK, you have the following rights under UK GDPR:

- Right to access your personal data
- Right to rectify inaccurate data
- Right to erase data (in certain circumstances)
- Right to restrict processing
- Right to object to processing
- Right to data portability
- Right to withdraw consent at any time
- Right to complain to the Information Commissioner's Office (ICO)

ICO website: www.ico.org.uk

Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, misuse, loss, alteration, or disclosure.

Cookies

Our website may use cookies and similar technologies to improve functionality, analyse traffic, and enhance user experience.

You can manage cookie preferences through your browser settings.

Contact Us

If you have any questions about this Privacy Policy or how we use your personal data, please contact:

Clínica Ana Silva Guerra

Email: geral@anasilvaguerra.com

Last updated: April 2026