

# Privacy Policy

SkinVision Pro is operated by Skin Vision B.V. (KVK: 55195520), Kraanspoor 28, 1033 SE Amsterdam. This policy explains how we handle personal data submitted through this platform. We may update it from time to time; visit this page regularly in order to understand what we do. If we make changes which are relevant to your consent and underlying information, we will always notify you before you use our service.

Questions? Contact us at [privacy@skinvision.com](mailto:privacy@skinvision.com).

## 1. What data we collect and why

When you use the SkinVision Pro website — including the registration form and the practice benefit calculator — we may collect the following personal data:

Personal data	Purpose	Legal basis
Primary contact name and email address	To send you a quote, set up your account, and communicate with you about your subscription	Performance of a contract (Art. 6(1)(b) GDPR)
Practice name, type, and size (number of GPs)	To tailor the quote to your practice and configure your account	Performance of a contract (Art. 6(1)(b) GDPR)
Number of registered patients	To determine the applicable pricing tier	Performance of a contract (Art. 6(1)(b) GDPR)
BIG registration number	To verify professional registration, as required by our Terms of Service	Legitimate interests — verifying that we work only with registered healthcare providers (Art. 6(1)(f) GDPR)
Practice Information System (e.g. HiX, SystemOne)	To assess technical compatibility and support onboarding	Legitimate interests (Art. 6(1)(f) GDPR)
Calculator inputs (number of registered patients, visit frequency, skin-related visit percentages)	To generate and display your personalised practice benefit estimate using the SkinVision Pro calculator	Legitimate interests (Art. 6(1)(f) GDPR) — no account required; inputs are not stored unless you choose to save your results
Email address — calculator results (optional)	To send you a copy of your calculator results so you can review them later	Consent (Art. 6(1)(a) GDPR) — you are not required to provide this to use the calculator
Phone number (optional)	To contact you to schedule a call about your quote or onboarding, if you choose to provide it	Legitimate interests (Art. 6(1)(f) GDPR) — you are not required to provide this
Marketing opt-in	To send product updates, clinical resources, and SkinVision news	Consent (Art. 6(1)(a) GDPR) — withdrawable at any time

## 2. Who we share your data with

We do not sell your data. We share it only with:

- Service providers acting as our data processors (hosting, CRM, email delivery) — bound by data processing agreements;
- Our internal teams (sales, customer success, technical support) for account management;
- Regulatory or legal authorities if required by applicable law.

We do not share your registration data with any third parties for their own marketing purposes.

### 3. International transfers

Our services are hosted within the European Economic Area. Where we use processors outside the EEA, we ensure appropriate safeguards are in place, such as EU Standard Contractual Clauses or an adequacy decision by the European Commission.

### 4. How long we keep your data

- If you submit the form but do not proceed to a subscription: we retain your details for 12 months, after which they are deleted unless you have given marketing consent.
- If you become a subscriber: we retain your account data for the duration of the subscription and for 2 years after termination, for legal and contractual record-keeping purposes.
- Marketing contact data: retained until you withdraw consent or unsubscribe.

### 5. Your rights

As a data subject under the GDPR, you have the right to:

- Access the personal data we hold about you;
- Correct inaccurate data;
- Erase your data (where no legal obligation requires us to retain it);
- Restrict or object to certain processing;
- Withdraw consent at any time for marketing communications, without affecting the lawfulness of prior processing;
- Lodge a complaint with the Dutch data protection authority (Autoriteit Persoonsgegevens, [autoriteitpersoonsgegevens.nl](https://autoriteitpersoonsgegevens.nl)).

To exercise any of these rights, contact [privacy@skinvision.com](mailto:privacy@skinvision.com). We will respond within 30 days.

### 6. Patient data

This policy covers only the personal data of healthcare professionals and practice staff collected through SkinVision Pro. The processing of patient health data through the SkinVision platform is governed separately by the Data Processing and Joint Controller provisions in the SkinVision Pro Partnership Agreement.