

MS Clinic Bots Privacy Policy

MS Clinic Bots ("us", "we" or "our") is committed to respecting your privacy and to complying with applicable data protection and privacy laws.

We have provided this Privacy Policy Statement to help you understand how we collect, use and protect your information when you visit our website and when you use our services.

You can visit our website without disclosing any personally identifiable information about yourself (although please note that we may use cookies and collect other non-personally identifiable information about your browsing activity – see our cookie policy for detailed information).

If you submit personal information by completing a contact form, for example, you can be assured that we will use your personal information only to support your continuing relationship with MS Clinic Bots.

The sections below detail how we may use your personal information.

Personal Information Collection

We endeavour to collect and use your personal information only with your knowledge and, where relevant, consent, and typically when you use our products or services, make customer enquiries, register for information or other products and services, request information, or when you respond to communications from us.

The type of information we may collect could include your name, clinic name, business postal address, telephone number and email address. We do not seek to collect sensitive personal data through our website.

If you choose to provide us with personal information, it will be used in support of the intended purposes stated at the time at which it was collected, and subject to any preferences indicated by you.

Chatbot & Client Conversation Data

As part of our service, we build and deploy AI chatbots on behalf of aesthetic clinics. Where a clinic's chatbot processes enquiries from their clients (for example, treatment questions, booking requests, or deposit payments), this information is collected and processed on behalf of that clinic in order to deliver the service they have engaged us for.

We take appropriate technical and organisational measures to protect any such data and only use it for the purpose of providing, maintaining and improving the chatbot service. We do not use client conversation data collected on behalf of a clinic for our own independent marketing purposes without consent.

Non-personal Identifying Information

We may also collect non-personally identifying information about your visit to our website based on your browsing activities. This information may include the pages you browse and services viewed. This helps us to better manage and develop our site, to provide a more enjoyable experience in the future, and to help us develop and deliver better products and services.

From time to time, with your consent, we may also store and use your information to contact you for market research and marketing purposes. We may contact you by email, phone or mail.

How Will We Use Your Information?

We may use your information for a number of purposes which includes: processing your enquiries and requests; managing and administering your account; providing our chatbot and automation services; delivering resources; providing information requested by you; and responding to enquiries.

We may also undertake market and product analysis based on your use of our services and contact you with information about new services by post, telephone, email and the internet (subject to any preferences expressed by you).

If you have consented to receive details of our services, you can contact us at any time to have your details removed from lists used by us for any or all of those purposes.

When Will We Disclose Your Information to Others?

We may only disclose information about you and your contact details to trusted third parties when this is required for us to fulfil our contract with you. An example of this is when your chatbot needs to connect to a booking system, payment processor, or CRM — we will need to share relevant details with that provider. Only trusted, vetted providers are used.

MS Clinic Bots will not sell your personal information to third parties.

MS Clinic Bots may also be obliged to disclose your personal information to meet any legal or regulatory requirements (for example, to comply with a court order) or obligations in accordance with applicable law.

Social Media

Any social media posts, comments, or messages you send to us via social media (including Instagram, Facebook, or TikTok) will only be shared under the terms of the relevant social media platform on which they are written and could be made public.

We are not responsible for this kind of sharing. You are responsible for ensuring that any comments you post comply with any relevant policy on acceptable use of those services.

How Long Do We Keep Your Information For?

To make sure we meet our legal data protection and privacy obligations, we only hold on to your information for as long as we actually need it for the purposes we acquired it for in the first place.

In most cases, this means we will keep your information for as long as you continue to use our products and services, and for a reasonable period of time afterwards if you stop doing so. After that, we will delete it, other than where we lawfully can keep any data for audit or legal reasons.

We shall keep data on our prospect database for no longer than 3 years from receipt, subject to an individual's right to unsubscribe or be forgotten at any time.

Access to Your Information

You can write to us at any time using our contact form on our website to obtain details of the personal information we may hold about you.

Please quote your name, clinic/business name, and email address, along with brief details of what information you would like a copy of. We will take all reasonable steps to confirm your identity before providing you with details of any personal information we may hold about you.

Information Security

MS Clinic Bots recognises that our clients are increasingly concerned about how companies protect personal information from misuse and abuse, and about privacy in general. To this end, we are constantly reviewing and enhancing our technical, physical and managerial procedures and rules to protect your personal data from unauthorised access, accidental loss and/or destruction.

Please be aware that communications over the internet, such as emails, are not secure unless they have been encrypted. Your communications may route through a number of countries before being delivered — this is the nature of the internet. MS Clinic Bots cannot accept responsibility for any unauthorised access or loss of personal information that is beyond our control.

Changes to This Policy

MS Clinic Bots reserves the right to amend or modify this Privacy Policy Statement at any time and in response to changes in applicable data protection and privacy legislation.

If we decide to change our Privacy Policy, we will post the changes on our website so you know what information we collect and how we use it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will tell you. You will have a choice as to whether or not we are able to use your information in this different manner.