

THE LITTLE BLACK NEEDLE

Privacy Notice

Last updated: 4 May 2026

The Little Black Needle is operated by Maggie Kaupas.

Studio: Martink's Tattoo Studio, Unit 5 Wren Industrial Estate, Coldred Road, Maidstone, Kent ME15 9YT

Contact: thelittleblackneedle@gmail.com | Instagram: @thelittleblackneedle | Website: www.thelittleblackneedle.co.uk

Data controller: Margarita Kaupas, trading as The Little Black Needle.

1. What This Notice Is For

This Privacy Notice explains how The Little Black Needle collects, uses, stores, and protects personal information when someone makes an enquiry, books an appointment, receives a tattoo, completes a consent form, receives aftercare support, gives photo/marketing consent, or contacts the studio about a tattoo.

2. Information We Collect

We may collect and use the following information where relevant:

- Client and contact details: name, date of birth, age, phone number, email address, appointment details, and booking messages.
- Age-verification information: the type of photo ID checked and confirmation that age was verified. We do not usually keep copies of ID documents.
- Health and suitability information: relevant medical information, medication, allergies, skin conditions, pregnancy or breastfeeding information, previous tattoo reactions, fainting history, and other information provided on the consent and medical form.
- Tattoo and session records: tattoo design or description, body location, approximate size, style, session date, artist notes, dressing used, ink/product details where recorded, and aftercare confirmation.
- Payment records: amounts paid, deposits, balances, invoice/receipt details, and payment method. We do not store full card details.
- Photos and videos: photographs or videos of tattoos for treatment records, portfolio reference, touch-up records, or marketing/social media use where consent has been given.
- Aftercare, complaints and incident records: messages, photographs, notes, or records relating to

aftercare questions, suspected infection/allergy concerns, complaints, incidents, or touch-up requests.

- Website and enquiry information: information submitted through contact forms, emails, social media messages, or website booking/enquiry systems.

3. Why We Use Information

We use personal information to:

- manage enquiries, appointments, deposits, payments, and client communication;
- verify that clients are aged 18 or over;
- assess whether it is safe and suitable to tattoo a client;
- record informed consent;
- provide tattoo services;
- provide aftercare support;
- keep professional, insurance, legal, health and safety, and local authority records;
- respond to touch-up requests, complaints, aftercare concerns, or incidents;
- comply with legal, tax, insurance, health and safety, and local authority requirements;
- use tattoo photos for portfolio, website, social media, or marketing purposes where consent has been given.

4. Lawful Basis for Processing

We use personal information where it is necessary for one or more of the following reasons:

- to respond to enquiries and provide tattoo services;
- to manage bookings, payments, deposits, and appointment records;
- to comply with legal, tax, health and safety, and local authority obligations;
- to protect health and safety;
- to keep records for insurance, complaint, dispute, or legal purposes;
- where consent has been given, for example for health information or optional marketing/photo use.

For health information, we rely on your explicit consent and, where relevant, our need to keep records for legal, insurance, health and safety, complaint or dispute purposes.

5. Health Information

Health information is sensitive special category data.

We only collect health information that is relevant to tattoo safety, suitability, aftercare, legal, insurance, or record-keeping purposes.

By completing the health section of the consent form, the client gives explicit consent for The Little

Black Needle to collect, store, and use the relevant health information provided for those purposes.

Consent may be withdrawn where processing is based on consent, but withdrawal will not affect information already used lawfully before withdrawal. Some records may still need to be kept for legal, insurance, health and safety, safeguarding, complaint, or dispute purposes.

6. Photos and Marketing

The studio may take photographs of the tattoo for treatment records, portfolio reference, and aftercare/touch-up records.

Use of photographs or videos for marketing, website, portfolio, or social media purposes is optional and will only be done where consent has been given.

A client's face or clearly identifying features will not be used for marketing unless separate consent has been given.

Optional photo/marketing consent may be withdrawn by contacting the studio. Withdrawal will not affect material already published in good faith before the withdrawal request, but the studio will stop using the image for future new posts where reasonably possible.

7. Who We Share Information With

We do not sell personal information.

We may share relevant information only where necessary, including with:

- medical or emergency services, where needed to protect health or safety;
- our insurer, legal adviser, or professional adviser, if a claim, complaint, dispute, or incident arises;
- HMRC or accounting support, where needed for tax and financial records;
- local authority or regulatory inspectors, where lawfully required;
- IT, email, storage, payment, booking, or website providers used to run the business;
- courts, police, or other authorities where required by law.

8. How Long We Keep Information

We keep information only for as long as reasonably necessary.

Client consent, health, tattoo, session, aftercare, incident, and complaint records are usually kept for 7 years from the date of treatment, unless a longer period is reasonably required for legal, insurance, safeguarding, product-safety, complaint, or dispute purposes.

Financial records are usually kept for 6 years for tax and accounting purposes.

Booking enquiries that do not result in an appointment are usually deleted after 12 months unless needed for legal, complaint, or business-record purposes.

Marketing photos may be kept and used while consent remains in place, unless consent is withdrawn.

9. How We Protect Information

Paper records are kept securely and are not left accessible to clients or unauthorised people.

Digital records are kept on password-protected devices, accounts, or systems.

Health information and consent records are accessed only where needed for tattoo safety, aftercare, legal, insurance, complaint, or record-keeping purposes.

We aim to collect only the information needed for the purposes explained in this notice.

10. Website Cookies and Analytics

Website cookies and analytics may be used to help the website function, understand visits, improve the site, and manage enquiries. Where required, consent will be requested through the website cookie banner.

11. Your Rights

You have data protection rights, including the right to:

- request access to personal information we hold;
- ask for inaccurate information to be corrected;
- ask for information to be deleted where there is no lawful reason for us to keep it;
- ask us to restrict how we use information in certain circumstances;
- object to processing based on legitimate interests;
- withdraw consent where processing is based on consent;
- complain to the Information Commissioner's Office.

Some rights may be limited where records must be kept for legal, insurance, tax, health and safety, safeguarding, complaint, or dispute purposes.

To exercise these rights, contact: thelittleblackneedle@gmail.com

We may need to confirm your identity before responding.

12. Complaints

If you are concerned about how your personal information is handled, please contact us first so we can try to resolve it.

You can also complain to the Information Commissioner's Office:

Website: ico.org.uk

Telephone: 0303 123 1113

13. Postal Contact

Postal contact: The Little Black Needle, Martink's Tattoo Studio, Unit 5 Wren Industrial Estate, Coldred Road, Maidstone, Kent ME15 9YT

14. Updates to This Notice

This Privacy Notice may be updated from time to time. The current version will be available on the website or from The Little Black Needle on request.