

XXII INK

PRIVACY POLICY

Last updated: 10 August 2026

Who we are

XXII Ink is a private, appointment-only tattoo and cosmetic treatment studio based in Birmingham, led by Natalie Jade ("XXII Ink," "we," "us," "our"). We offer ornamental and fine-line tattooing, lip blush, and Inkless scar and stretch-mark rejuvenation, alongside Elevate mentoring for artists.

For any questions about this policy or your personal data, contact us at **bookings@xxii-ink.co.uk**.

The information we collect

Depending on how you interact with us, we may collect:

- **Contact and booking details** — name, email address, phone number, and any information you provide when booking a consultation or appointment, submitting an enquiry form, or messaging us on Instagram.
- **Health and consultation information** — medical history, allergies, skin conditions, medications, pregnancy status, and other health details relevant to assessing your suitability for tattooing, lip blush, or Inkless treatment. This is special category data under UK GDPR and we only collect it with your explicit consent, and only what's needed to carry out your treatment safely.
- **Photographs** — before, during and after photos of the treatment area, taken with your consent, used for your treatment records and, where you separately agree, for our portfolio and social media.

- **Payment information** — we do not store your card details. Payments and deposits are processed through our booking and payment providers (including Klarna and Clearpay where selected), who handle this data under their own privacy policies.
- **Website and guide-download information** — if you download one of our guides (the Tattoo Edit, the Lip Blush Edit, or the Inkless Edit) or submit a form on the site, we collect the email address and any details you provide, so we can send you the guide and relevant follow-up information.
- **Technical information** — standard website usage data (such as pages visited and device/browser type) collected via cookies and analytics tools, as set out below.

How we use your information

We use your information to:

- Assess your suitability for treatment and carry out consultations, appointments and aftercare
- Manage bookings, deposits, payments and rescheduling
- Keep the health and treatment records that tattooing and cosmetic treatment regulations require us to hold
- Send you information you've requested, such as a guide, and — where you've opted in — updates, offers or availability
- Maintain our portfolio and social media, only using images you've agreed can be shared
- Improve our website and understand how it's used

Our legal basis for this processing is: performance of a contract (delivering the treatment you've booked), your explicit consent (health data, photos used for marketing, and marketing emails), legal obligation (health and safety and record-keeping requirements), and legitimate interests (basic website analytics).

Who we share it with

We share data with the third-party platforms that run our booking, payment and communication systems (including our CRM/booking platform, and Klarna/Clearpay for payment plans), strictly so they can provide those services to us. We do not sell your data. Some of these providers may process data outside the UK/EEA; where that happens, they're required to have appropriate safeguards in place.

How long we keep it

Health and treatment records are kept for as long as required under the licensing conditions of the local authority we're registered with, which is typically several years after your last treatment. Marketing data is kept until you unsubscribe or ask us to remove it. Guide-download email addresses are kept until you unsubscribe.

Your rights

Under UK GDPR, you have the right to ask us for access to your data, to correct it, to have it erased (subject to our record-keeping obligations), to restrict or object to certain processing, to receive your data in a portable format, and to withdraw consent at any time. To exercise any of these, email **bookings@xxii-ink.co.uk**. You can also complain to the Information Commissioner's Office (ico.org.uk) if you're unhappy with how we've handled your data.

Cookies

Our website uses cookies to help it function properly and to understand how visitors use the site. You can control or disable cookies through your browser settings; doing so may affect how parts of the site work.

Age

Our services are not intended for anyone under 18. We do not knowingly collect data from children, and tattooing anyone under 18 is against the law in the UK.

Changes to this policy

We may update this policy from time to time. The current version will always be available on our website.

Contact us

XXII Ink
Birmingham, UK
bookings@xxii-ink.co.uk