

## **Buckingham Hair Company's Privacy Policy**

This privacy Policy explains how BUCKINGHAM HAIR COMPANY looks after the personal information that you give us or that we learn by having you as a client and the choices you make about marketing communications you agree we may send you. This notice explains how we do this and tells you about your privacy rights and how the law protects you.

### **WHAT INFORMATION WE COLLECT ABOUT YOU**

We collect information about you when you book an appointment for a treatment, visit the salon for a treatment, buy a product or apply for a job, whether contact is online, on paper, by email, over the phone.

The information you give us may include your name, address, email address, phone number, relevant history which may suggest that a service or treatment should not go ahead, or certain products should not be used (e.g. allergies, pregnancy, skin conditions), payment and transaction information, IP address, CVs.

For clients under the age of 16, we will only keep and use their personal information with the consent of a parent, carer or guardian.

### **HOW INFORMATION ABOUT YOU WILL BE USED**

Law allows us to use your personal information, including sharing it outside the salon, only if we have proper reason to do so. For example:

- To fulfil a contract with you i.e. to provide the treatment you have requested and to communicate with you about your appointments.
- When it is in our legitimate interest i.e. there is a business or commercial reason to do so, unless this is outweighed by your rights or interests.
- When you consent to it: we will always ask for your consent to hold and use health and medical information.

We will therefore share your information with:

- Providers of our salon software system.
- Mailing houses.
- Suppliers of our website, Fasthosts.

We have rigorous data protection and security policies in place with all our suppliers.

Some of the people working in our salon may be self-employed. Where software systems and reception facilities are shared, our self-employed colleagues will have access to your information.

We will not share your information with any other third party without your consent except to help prevent fraud, or if required to do so by law.

### **MARKETING**

We would like to send you information about products and services which may be of interest to you. We will ask for your consent to receive marketing information.

If you have consented to receiving marketing, you may opt out at a later date.

You have the right at any time to stop us from contacting you for marketing purposes or giving your information to third party suppliers of products or services. If you no longer wish to be contacted for marketing purposes, please contact:

Tina Buckingham via email at [tbucks@live.co.uk](mailto:tbucks@live.co.uk) or call 01462 337880.

#### EMPLOYMENT

The information we collect about employees, the purposes it is used for and who it will be shared with is set out in our employment contracts and employee handbook.

#### HOW LONG YOUR INFORMATION WILL BE KEPT FOR

Unless you request otherwise, we will keep your information for a maximum of one year from your last visit to the salon.

After one year we will delete all of your personal information. This excludes financial transactions, which we are obliged to keep for seven years.

Information about unsuccessful job applicants will be deleted after one year.

#### WHERE YOUR INFORMATION IS KEPT

Our website is hosted by Fasthosts. Their Privacy Policy can be found at [www.fasthosts.co.uk](http://www.fasthosts.co.uk)

#### ACCESS TO YOUR INFORMATION AND CORRECTION

You have the right to request a copy of the personal information that we hold about you. This will normally be free, unless we consider the request to be unfounded or excessive. In this case we may charge a fee to cover our administration costs, which the law permits.

If you would like a copy of some or all of your personal information, please contact:

Tina Buckingham via email at [tbucks@live.co.uk](mailto:tbucks@live.co.uk) or call 01462 337880.

We want to make sure that your personal information is accurate and up-to-date. You may ask us to correct or remove information you think is inaccurate.

You have the right to ask us to object to our use of your personal information, or to ask us to delete, remove or stop using your personal information if there is no need for us to keep it.

#### E-NEWSLETTERS

We email e-newsletters to inform you about products, services and treatments provided by our salon. You have the opportunity to unsubscribe from e-newsletters at any time.

E-newsletters may contain subscriber tracking facilities within the actual email, for example, whether emails were opened or forwarded, which links were clicked on within the email content, the times, dates and frequency of activity. We use this information to refine future email campaigns and provide you with more relevant content based around your activity.

#### COOKIES

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This is used to track visitor use of the website and to compile statistical reports on website activity. For further information visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org)

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

#### OTHER WEBSITES

Our website may include links to other websites. This Privacy Policy only applies to BUCKINGHAM HAIR COMPANY's website. When you connect to other websites, please read their own Privacy Policy.

#### CHANGES TO OUR PRIVACY POLICY

We keep our Privacy Policy under regular review and any updates will be added to this webpage as soon as possible. This Privacy Policy was last updated July 2019.

#### HOW TO CONTACT US

Please contact us in writing if you have any questions about our Privacy Policy or information we hold about you:

- Email us at [tbucks@live.co.uk](mailto:tbucks@live.co.uk)
- Write to us at 01462 337880

You also have the right to complain to the Information Commissioner's Office. Find out on their website how to report a concern: [www.ico.org.uk/concerns/handling](http://www.ico.org.uk/concerns/handling).

#### **BUCKINGHAM HAIR COMPANY**

**Privacy Policy July 2019.**