

No74 Hair & Beauty Privacy Policy at May 2018

At No74 Hair & Beauty we take privacy seriously and only use the information we collect to provide our services. We do not share or sell the information we collect for any other purpose than providing the services listed.

This policy applies to information held about clients and prospective clients, suppliers and prospective suppliers, contacts and all other persons about whom we hold information. By 'information,' we mean personal information about you that we collect, use, share and store.

At any time, you may request a copy of information we have recorded about you. You may also request we remove all identifiable information with respect to yourself.

For transparency, listed below are the business services we provide and how each service uses the information we collect.

1. Hair and beauty related services

We request the minimum level of personally identifying information to run our business effectively. This is data you provide us with directly, for example, your name and contact details. We will never obtain information about you indirectly from sources outside our business. We store notes with respect to services we undertake to ensure we maintain and exceed our level of service. For example, your preferred hair style, colour formula codes, how you like your coffee and when your best appointment time is.

Depending on the particular service/s we are providing we may be required to ask questions related to your medical history. We will obtain your consent prior to storing information related to your medical history. Examples of medical data may be allergies, pregnancy or an injury that may impact our service.

We consider that you have provided consent for us to store personally identifying information and Information about your services based on you receiving services from us. We may contact you in connection with:

a). Appointment confirmations and reminders

We will contact you via phone, email or SMS to confirm appointments booked and remind you of upcoming appointments. We consider your having made the appointment as consent to undertake this activity but, if you wish, you may opt-out at any time.

b). Appointment ratings and reviews

After visiting us we may send you an email or SMS asking you to rate our services and provide feedback. We consider your agreement and participation in the service as consent to undertake this activity but, if you wish, you may opt out at any time.

c. Loyalty programme

We consider becoming a member of our neighbourhood loyalty programme as consent to send you emails related to the programme but, if you wish, you may opt out at any time.



d. Marketing

Our marketing campaigns are automated and may use rules based on services and products purchased and information we collect from you. For example, we may send marketing campaigns related to your birthday, the fact we miss you (if, for example you have not visited for three months) and other special days like Valentine's Day and Christmas. Of course, you may opt out of receiving marketing material at any time and all email communication we send you will offer the option to unsubscribe.

We consider that by providing your details as a customer you have opted-in to receive marketing emails and content (from No74 Hair & Beauty only) by email and SMS. Of course, you may unsubscribe at any time if you change your mind or on receipt of a message.

2. Holding your information

As a matter of course, we will delete your identifiable information if you have not undertaken business with us after 10 years. We keep information during this period to cover any insurance issues, medical changes and colour information. The exceptions are:

- Children's personal information will not be identifiable until they are 16 years or older. Before then we will hold the contact details of the parents.
- For staff, we hold National Insurance details and other contact information during their employment and for up to seven years afterwards.

After 25 May 2018, if you have not booked an appointment with us for two years or more we will remove you from our mailing list. We will however, still securely hold your data (as referenced above). If you have, for example moved away from the area and would like your data to be removed sooner you may do this at any point by contacting us at info@no-74.co.uk.

3. Our website

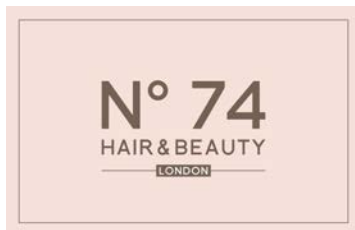
a. Links to other sites

Our website may contain links to other sites, including via our social media buttons. While we try to link only to websites that share our high standards and respect for privacy, we are not responsible for the content, security, or privacy practices employed by other websites and a link does not constitute an endorsement of that website. Once you link to another website from our website you are subject to the terms and conditions of that website, including, but not limited to, its internet privacy policy and practices. Please check these policies before you submit any data to these websites.

Certain features of our site may allow for social networking. You should ensure when using these features that you do not submit any personal data that you do not want to be sent, collected or used by other users, such as profile details or email address.

b. How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site.



We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

3. Data processors and data locations

We use numerous leading software solutions within our business to provide the services listed above. These software solutions store and process data in numerous locations outside our business premises. Information is held securely and under contract to No74 Hair & Beauty.

4. Sharing your information

We will not share your information with third parties except where they are under contract to No74 Hair & Beauty to provide services as outlined above under data processors.

5. Your rights

You may contact us at any time via the methods below to:

- Request a discussion about our Privacy Policy.
- Request information we have stored about you.
- Request we remove all identifying information about you.
- Request a change to how we contact you
- Make a complaint.

No74 Hair & Beauty, 74 Compton Street, London EC1V 0BN

020 7490 8555

info@no-74.co.uk

6. Changes to this policy

Any changes we make to our policy in the future will be posted to this page and, where appropriate, notified to you by email. Please check back frequently to see any updates or changes to our policy.

7. Complaints

Questions, comments and requests regarding this policy are welcomed and should be addressed to

info@no-74.co.uk.

If you have any concerns about our use of your information, you also have the right (as a UK resident) to make a complaint to the Information Commissioner's Office, which regulates and supervises the use of personal data in the UK, via their helpline on 0303 123 1113.