



# DEFINE HAIR & Beauty

## Privacy Policy

### **GDPR and your right to be forgotten**

The new General Data Protection Regulations (GDPR) legislation came into effect on May 25th, 2018. The new rules mean that you have the absolute right to be removed from the Define Hair & Beauty database if you wish.

As a matter of course if you have not been into a Define Hair & beauty salon or interacted with our business for 24 months, your info will automatically be removed from our systems.

If you still want to be contacted by Define Hair & Beauty you can choose how we contact or interact with you. For example, by SMS, email, telephone. When you're next in the salon you will be given the opportunity to update your preferences and any contact information that we have.

### **Unsubscribing to Emails**

If we send you an offer or promotion or any automated marketing associated with your birthday, the fact that we miss you (you have not visited for 6 months) and other special promotions about new products and services via email and you wish to unsubscribe from the database, please use the UNSUBSCRIBE feature at the base of the emailer.

As an alternative you can contact Nichola Bowley on [definehairandbeauty@gmail.com](mailto:definehairandbeauty@gmail.com)

### **Booking Online**

When you book an appointment through our online booking portals, you will be required to register your details on our system.

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 who your favourite stylists are.

We consider you have provided consent for us to store personally identifying information and information about your services based on your receiving services from us.

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.

### **Booking with our salon**

When you book with Define Hair & Beauty in the salon, you will be asked to provide us with your name, address, email and telephone number. You can opt in to receive offers and promotions from Define Hair & Beauty at this point.

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 who your favourite stylists are.

We consider you have provided consent for us to store personally identifying information and information about your services based on your receiving services from us.

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.

### **Our Promise to you**

We will NEVER sell our database lists to any third party.

We never keep any financial information on record from payments made in the salons.