



THE BEAUTY SHELL

PRIVACY POLICY

The privacy policy for 'The Beauty Shell' outlines the data we collect and how we use and store/protect it.

1) Collecting Data

Personal data is collected when record cards are completed on arrival for your treatment as well as on our website when a form is submitted or a voucher purchased.

The term 'data' that we refer to may include the following:

- On record cards:

Your name, email address, home address, telephone number, GP details, allergies and medical information, consent to publish any images to our social media sites.

Certain aspects of this information e.g. medical history/allergies will be reviewed at each appointment to assist with the service. All non-returning clients data will be destroyed after one year while current clients will be asked to complete a new record card after one year in order to keep all information up to date.

- On submitting an online form:

Name, email address, telephone number, request to opt in to receive news, offers etc.

- On purchasing a gift voucher online:

Name, email address, billing/delivery address.

2) Using Data

Any information collected is used solely for internal purposes and to deliver the services you requested. These include:

- carrying out treatments to the highest of standards of which are customised to you
- communications for bookings/advice
- delivering gift vouchers to the recipient

Any data collected will not be shared with any other parties.

3) Storing/Protecting Data

We have several processes in place to protect and secure your data.

- Record Cards are kept in hard copy format and are stored in a locked cupboard.
- Data from the online submission form and online gift voucher purchases are stored within an email account which is password protected.
- Contact data such as your name and mobile phone number are stored within my phone in order to contact you as requested, this is protected by a password.
- Payments for our gift vouchers are made via Paypal and therefore we do not store any card details from this transaction. Please refer to Paypals own privacy policy before using their website.

You can choose to have your personal data, that we have stored, removed at any time by emailing michelle@thebeautyshell.co.uk and this will be securely destroyed.

This policy is effective as of 25th May 2018. Any changes to the privacy policy will be made on this page and will only apply to information collected after the date of the changes.

By using this website you consent to this privacy policy.