



## Privacy Policy

Respecting your privacy and safeguarding your data  
This policy was updated on 21st May 2018

This privacy notice explains how Michael Richards looks after personal information 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. We are committed to upholding your privacy and taking care with the personal information that you may volunteer as part of your e-newsletter sign up or when you book appointments with us.

The personal information we collect or use is treated securely and in accordance with our privacy policy (described below). Whenever you give us personal information, you are consenting to its collection and use in accordance with this policy.

### **What personal information do we collect and use?**

You will be asked for personal information about you whenever you interact with us, for example when you:

- Book a service or treatment appointment in the salon or by telephone
- Sign up to receive e-newsletter updates
- Post content to our social media sites (including Facebook)
- Contact us through the following channels: online, email, phone, SMS, social media or by post.
- Buy a product in the salon
- Apply for a job in writing or by email and send a CV

We will retain your name, full address, and contact details including email and telephone number, together with your contact preferences.

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.

### **When you book with us**

We will retain your name and contact details when you make a booking in the salon or over the telephone. We do not keep a record of your bank or credit card details used to pay for your products or appointments.

### **Sensitive Information**

Some of the information we collect from you (for example, skin conditions and allergies) may constitute sensitive personal data. We may retain this relevant information as it may suggest that a service or treatment should not go ahead, or certain products should not be used. We will only ever use this in accordance with this policy and shall maintain necessary measures to protect this information and its confidentiality.

### **What we use your information for.**

Depending on the preferences you have indicated, we will use the personal information you have provided to:

- Provide information to you.
- Send you communications by post, telephone or digital means in order to inform you of other services or events, which may include emails from us containing relevant news, offers or competitions.
- Confirm your appointments with us.
- Ask you to participate in surveys we use for research, although you do not have to respond to them.
- Notify you of changes and improvements to services, website and this privacy policy.

## **Opting into and out of marketing communications.**

With your explicit consent we will contact you to let you know about upcoming events, services, offers and updates on our business. Occasionally we may include information about other businesses that we work with, including, but not exclusively, Redken.

We use a third party provider, MailChimp, to deliver our e-newsletters. We review statistics around email opening and which links were clicked using industry standard technology to help monitor and improve our e-newsletters and provide you with more relevant content based around your activity. For more information, please see MailChimp's privacy notice.

You can opt out of any or all of the above communications at any time simply by selecting 'unsubscribe' at the bottom of any email communication or by contacting us at [salon@michaelrichards.biz](mailto:salon@michaelrichards.biz)

## **Who we share your personal information with**

We share your personal data with the following recipients:

- iSalon – in relation to our salon booking system

We do not trade email lists with other organisations and businesses and will not share your information for promotional purposes.

By law, we are allowed to use personal information, including sharing it outside the salon, only if we have a proper reason to do so, for example:

- To fulfil a contract with you, i.e. to provide the service or 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 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.

## **How we keep your personal information safe**

We place great importance on the security of your personal information and will always take appropriate precautions to protect it from unauthorized or unlawful processing and against its accidental loss. The personal details that you provide will be held securely and will not be used for any other purpose than as provided for in this policy.

## **Where your information is kept**

Your information is stored within the European Economic Area on secure servers provided by iSalon. Any payment transactions are encrypted. Sending information via the internet is not completely secure, although we will do our best to protect your information and prevent unauthorised access.

## **How do we keep your information up to date?**

We will endeavor to keep your personal information accurate and up to date. If you become aware of errors or inaccuracies, please email us at [salon@michaelrichards.biz](mailto:salon@michaelrichards.biz). We would really appreciate it if you could let us know if your contact details change.

## **How can you access the information we hold about you?**

You have the right to know what personal information we hold about you and request to receive a copy of that information we hold. This will normally be free, unless we consider the request to be unfounded or excessive. If you would like a copy of some or all of your personal information, please contact us. 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.

## **Links and other websites**

Our website may occasionally contain links to other websites. We are not responsible for the privacy practices of these and you should read their own privacy policies.

## **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.

## **Changes to this policy**

Our privacy policy may change at any time, so you may wish to check it each time you visit our website. Any changes will apply from the time they are posted to this page. If we make any significant changes in the way we treat your personal information we will make this clear on our website or by contacting you directly.

## **How long we keep your information for**

Unless you request otherwise, we will keep your information to contact you for no more than, or a maximum of 1 year from your last visit to the salon. After a year we will delete all your personal information, except for your name and relevant client history.

## **Your Rights**

Under the General Data Protection Regulation, which becomes law in the UK in May 2018, you are also granted a number of additional rights. These include:

- The right to rectification
- The right to erasure
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

For more information on these rights please read the relevant guidance issued by the ICO at <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr>

You also have the right to complain to the Information Commissioner's Office. Find out on their website how to report a concern.

## **How to contact us**

If you have any questions at all about the ways in which we collect and use your personal information, please contact us at [salon@michaelrichards.biz](mailto:salon@michaelrichards.biz) at any time.

**Michael Richards (Ipswich) Ltd whose registered offices are at 7 Three Rivers Business Park, Felixstowe Road, Foxhall, Ipswich, England IP10 0BF. Company Reg No. 04503211**