

Your Stylist in a Box Privacy Notice Effective 1st May 2024

We understand that your privacy and the security of your personal information is extremely important. As a company we are committed to protecting your privacy when you visit our website, provide your details for our products or services or interact with us in any way. It is important to us to respect your privacy in everything we do.

In this Privacy Notice we will explain what personal information we collect, what we do with it and how we secure your information. We will also explain your rights in relation to the personal information we hold about you and how you can exercise your rights or register a complaint.

Personal information you have provided to us is collectively referred to as DATA, and is further defined within this Notice.

Contact details:

Full Address c/o J Humphry Associates, 11a The Green, Stubbington, PO14 2JG Tel : 07469 246722

www.yourstylistinabox.com

Data Protection Officer: Fiona Mobbs: lookgreat@yourstylistinabox.com

Personal information we collect:

We only collect information we need to provide our products or services. We currently collect and process the following personal information:

1. First name
2. Surname
3. Address (physical/postal)
4. Telephone number
5. Email address (including business email address if required)
6. IP address when you visit our website
7. Driver's licence if we require proof of your identity
8. Passport details if we require proof of your identity
9. Card details if you make a payment for our services in that format
10. Photographs, if you choose to supply them
11. Feedback you provide.

You are under no obligation to provide any information but if you do not, then it might be impossible for us to provide our products or services and fulfil our contract with you. In some cases, we have a legal obligation to collect your personal data.

How we obtain and use personal information:

Most of the personal information we process was provided directly by you for one of the following reasons:

1. Providing our product and/or services.

2. Background information to enable product or service delivery.
3. To respond to enquiries, correspondence or contact requests.
4. You agreed to receive marketing emails from us.

We do not purchase personal information from third party lead generating services.

Legal basis for processing personal information:

As a company we provide different services and products and our legal basis for collecting and using the personal information described in this Privacy Notice will depend on the type of personal information and the specific context in which we collect and use it.

We will normally collect and process your personal information only when you have given your consent or when we are providing products or services as part our contractual obligations.

In some cases, the processing of your personal information may be based on our legitimate interests as a company but not when overridden by your data protection interests or fundamental rights and freedoms. We may also have a legal obligation to collect personal information from you to meet our statutory obligations.

We always process personal data legally as required by law. The different legal bases we rely on are:

1. Consent: You gave permission to process the information for a specific purpose. You can withdraw your consent at any time by contacting our Data Protection Officer.
2. Legitimate Interests: The processing is necessary to provide our products or services to our clients.
3. Performance of a Contract: We must process personal information in order to meet our contractual obligations.
4. Vital Interests: In an emergency we might provide personal information to save someone's life.
5. Legal Obligation: We are required to process your personal information by law.
6. Public Interest: To carry out a task in the public interest.

What we do with the information:

We use personal information in the following ways as part of our business operations:

1. To provide our products or services.
2. To personalise your browsing experience and monitor trends on our website (please see our Cookie Policy).
3. To promote our company and products or services.
4. To contact you, following your enquiry or reply to questions.
5. To deal with complaints.
6. To provide information legally required by law or to fulfil a contract.

We do not share information with third parties unless you have given your permission, we have notified you, or we are legally required to do so. Data kept by Your Stylist in a Box is processed within the EU. Where other programmes are used, such as MailerLite, iZettle, Xero or cloud back-up services), over which Your Stylist in a Box has no control, steps have been taken to ensure that data stored in this way are kept according to GDPR requirements. In the

event of non-payment for products or services received and your failure to communicate in this regard, your details may be passed to a collection agency.

We do not transfer personal information outside of the EEA and if such a transfer might become necessary, we will ensure that standard contractual clauses or other safeguarding measures are used and that you are aware of this transfer.

Cookie Policy:

We use cookies on our website to enhance your browsing experience, recognise you when you return to the website and to generally ensure the efficient running of the website. Cookies are small files normally consisting of letters and numbers which store information on the user's device. They are used in numerous ways, such as to analyse visitor traffic and track preferences through Google Analytics to ensure the fast loading of the website. We also have links on our website to other websites and to our social media sites.

Some of the cookies on our website are classified as non-essential cookies which you can decline by changing your preferences on the sliders in our cookie banner. Strictly necessary cookies are required to enable the functioning of the website.

How we store your information:

Your information is stored on secure hardware, through encrypted cloud database services, in secure filing systems and in locked cabinets. We keep personal information for only as long as necessary for our business purposes and to meet our legal obligations. In most cases, our retention period will come to an end when we are no longer required to keep your information or when your relationship with us ends. Our retention period for the personal information of customers is seven years after your relationship with us ends unless we have an obligation to retain the information for ongoing products or services, or other legal obligations. We review personal information we hold every two years to establish if it is still necessary for us to store it and that the information we hold is accurate. When we no longer need your personal information or have a legal obligation to store the information, we will dispose of your information by deleting it from all our systems and securely disposing of paper files.

Please contact our Data Protection Officer for more information on our Retention Policy.

Your data protection rights:

Under data protection law, you have rights pertaining to your personal information, including:

1. Your right of access - You have the right to ask us for copies of your personal information.
2. Your right to rectification - You have the right to ask us to correct information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
3. Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.
4. Your right to restriction of processing - You have the right to ask us to restrict the processing of your information in certain circumstances.

5. Your right to object to processing - You have the right to object to the processing of your personal data in certain circumstances.
6. Your right to data portability - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.
7. Rights in relation to automated decision making and profiling.

You do not need to pay a fee for exercising your rights. If you make a request, we are required to respond to you within one month unless there are reasons why it will take longer to collect the information you requested. If that is the case, we will inform you. In some cases, we will require you to provide proof of your identity through a driver's licence or passport if we are unable to confirm your identity through other information we hold about you.

Please contact our Data Protection Officer if you want to exercise any of your rights.

How to complain:

In the first instance please send complaints to our Data Protection Officer. If you are not happy with the response you receive from us or how we use your information, please send your complaint to the Information Commissioner's Office.

Information Commissioner's Office

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Helpline number: 0303 123 1113
www.ico.org.uk

From time to time we may add or change functions, features or products to our website or add or change our services. This, and our commitment to protecting the privacy of your personal information, may result in periodic changes to this Privacy Notice. We will make every effort to inform you of any changes.

Last updated May 2024