**SARAH DIXON & MY LOKAL PRIVACY POLICY**

This privacy notice explains how Sarah Dixon looks after your

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.

**TOPICS:**

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– What information we collect about you

– How information about you will be used

– Marketing Employment

– How long your information will be kept for

– Where your information is kept

– Access to your information and correction

– Cookies

– Other websites

– Changes to our privacy notice

– How to contact us

**WHAT INFORMATION WE COLLECT ABOUT YOU**

We collect information about you when you book an appointment

for a service or treatment, visit the salon, or buy a product, whether contact is online,

on paper, by email or over the phone.

The information you give us may include your name, address,

email address, phone number, relevant history which may suggest that a service

or treatment should not go ahead or certain products should not be used (eg

allergies, pregnancy, skin conditions), payment and transaction information, IP

address and CVs.

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.

**HOW INFORMATION ABOUT YOU WILL BE USED**

In 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 ie to provide the service or

treatment you have requested and to communicate with you about your appointments

– When it is in our legitimate interest ie 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 therefore share your information with:

- Providers of our salon software system (Freesha/ shortcuts)

- Mailing houses (WIX)

- Suppliers of our website (WIX)

We have rigorous data protection and security policies in place

with all our suppliers.

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.

**MARKETING**

We would like to send you information about products and services

which may be of interest to you. We will ask for your consent to receive

marketing information.

If you have consented to receive marketing, you may opt-out at a

later date.

You have the right at any time to stop us from contacting you

for marketing purposes or giving your information to third party suppliers of

products or services. If you no longer wish to be contacted for marketing

purposes, please contact us by email via our ‘Contact Us page.

**HOW LONG YOUR INFORMATION WILL BE KEPT FOR**

Unless you request otherwise, we will keep your information to

contact you no more than twelve times a year – for 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, relevant client history (eg allergy test records which we

keep for 4 years) and financial transactions (which we are obliged to keep for

6 years).

**WHERE YOUR INFORMATION IS KEPT**

This information is encrypted and held in the cloud with our

booking system provider (Freesha). Paper consultation/consent forms for current

clients are locked and stored within the salon (Mirror Mirror and MY LOKAL).

Your information is stored within the European Economic Area on

secure servers provided by Freesha. 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.

**ACCESS TO YOUR INFORMATION AND CORRECTION**

You have the right to request a copy of the personal information

that we hold about you. This will normally be free unless we consider the

request to be unfounded or excessive, in which case we may charge a fee to

cover our administration costs.

If you would like a copy of some or all of your personal

information, please contact us via email (sarah@sarahdixonhair.co.uk).

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.

**E-NEWSLETTERS**

We email e-newsletters to inform you about products, services

and treatments provided by our salon. You have the opportunity to unsubscribe

from e-newsletters at any time.

E-newsletters may contain subscriber tracking facilities within

the actual email, for example, whether emails were opened or forwarded, which

links were clicked on within the email content, the times, dates and frequency

of activity. We use this information to refine future email campaigns and

provide you with more relevant content based on your activity.

**COOKIES**

Cookies are text files placed on your computer to collect

standard internet log information and visitor behaviour information. This is

used to track visitor use of the website and to compile statistical reports on

website activity. For further information visit www.aboutcookies.org or

www.allaboutcookies.org

You can set your browser not to accept cookies and the above

websites tell you how to remove cookies from your browser. However, in a few

cases, some of our website features may not function as a result.

**OUR COOKIE POLICY**

We use cookies to personalise content and ads, provide social

media features and analyse our traffic. We also share information about your

use of our website with our social media accounts, advertising and analytics

partners, who may combine it with other information that you have provided to

them, or that they’ve collected from your use of their services. You consent to

our cookies if you continue using this website.

**OTHER WEBSITES**

Our website includes links to other websites. This privacy

notice only applies to this website so when you link to other websites you

should read their privacy notices.

**CHANGES TO OUR PRIVACY NOTICE**

We keep our privacy notice under regular review and we will

place any updates on this webpage. This privacy notice was last updated on 22nd

March 2021.

**HOW TO CONTACT US**

Please contact us if you have any questions about our privacy

notice or information we hold about you:

By email: sarah@sarahdixonhair.co.uk

Or write to us at MY LOKAL 9 North Rd, Holme, Via Carnforth,

Lancashire, LA61QJ

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You also have the right to complain to the Information

Commissioner’s Office. Find out on their website how to report a concern:

www.ico.org.uk/concerns/handling