

Privacy Policy

Data Controller: Elaine Benson

Jaxs Hair Salon

trading as

registered at **135 Wickham Road**

Shirley

Surrey

CRO 8TE

("we," "our," or "us")

We are committed to protecting your privacy and always ensuring the security of your personal information. Our Privacy Policy explains how we collect, use, and safeguard your data.

Type Of Information We Collect

We typically collect the following types of information:

- **Personal Information:** This includes your name, address, contact details, email address, and any other information you voluntarily provide when contacting us, requesting services, placing orders, or filling out forms/contact information on our website
- **Usage Information:** We may also collect non-personal information about your use of our website and services, including IP addresses, browser type, and device information

How we receive information about you

We receive your Personal Information from various sources, this personal information we process is provided to us directly by you for one of the following reasons:

- When you voluntarily provide us your personal details in order to register on our Site
- When you use or access our Site in connection with your use of our services
- From third party providers, services and public registers (for example, traffic analytics vendors)
- From call tracking providers (recorded calls) via Media Hawk or Call Tracking Metrics (CTM)

Why We Collect Personal Information

We use the information that you have given us in order to provide our services to you the 'data subject' as follows:

- To manage bookings, appointments and cancellations.
- To send booking confirmations, reminders and follow-up communications.
- To maintain records of treatments and services for personalisation and continuity of care. Including Colours used and any allergies.
- To process payments and issue receipts or invoices. Our receipts do not show full credit card details, for client protection.
- To respond to enquiries and customer service requests.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- We have a contractual obligation
- We have a legal obligation
- We have a vital interest
- We need it to perform a public task
- We have a legitimate interest
- Consent

How We Process Your Information

We process the information collected for the following purposes:

- **Providing Services:** To provide services and communicate with you about your requests
- **Improving Our Services:** To analyse usage data and improve the range and quality of our services and our website
- **Marketing:** We may send you promotional materials, offers and updates about our services

Data Security

We take reasonable and responsible measures to protect your personal information from unauthorized access, disclosure, or alteration. However, please be aware that any method of transmission over the internet or electronic storage is not entirely secure.

Data Retention

We will retain your personal information for up to 6 years to provide our services, and as necessary to comply with our legal obligations, resolve disputes, and enforce our policies. We will then dispose your information by deleting or shredding if paper copies.

Under applicable regulations, we will keep records containing client personal data, account opening documents, communications, and anything else as required by applicable laws and regulations.

How we store your personal information

- Your information is securely stored in password protected laptop and booking systems, and where relevant in locked cabinets for paper records. Access is restricted to authorised staff members only.

Sharing Your Information

We do not sell, trade, or rent your personal information to third parties. We may share your information with our trusted service providers who assist us in delivering our services, however they have an obligation to always maintain the confidentiality of your information.

We may share this information with:

- Online booking software providers.
- Payment processors.
- IT support, hosting and analytics service providers.
- Professional advisers such as accountants, legal advisors or insurers.

Why we may share this information:

- To process bookings and payments.
- To provide secure hosting and analytics for our website.
- To comply with legal and regulatory obligations.

Your Choices

You can opt out of receiving marketing communications from us at any time by following the unsubscribe instructions provided in our emails.

Your Data Protection Rights

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to make a request, please contact us at:

**135 Wickham Road,
Shirley,
Surrey,
CR0 8TE**

Changes to this Policy

We may update this Privacy Policy from time to time. Please check this page periodically for any changes. Your continued use of our services after any modifications indicates your acceptance of the updated policy.

Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at:

Jaxs Hair Salon
Office: 020 8656 0101

Complaints

If you have any concerns about our use of your personal information, you can make a complaint to us at:

Jaxs Hair Salon

Office: 020 8656 0101

If you are unhappy with how we have used your data or responded to your query, you can also complain to the Information Commissioner's Office (ICO) at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>