



PRIVACY POLICY

At Total Look, Monmouth, we are committed to safeguarding the privacy of our clients and visitors. This policy explains how we collect, use, disclose, and safeguard your information in compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Introduction

This Privacy Policy sets out how Total Look, Monmouth (“we”, “us”, “our”) processes personal data of clients and visitors (“you”, “your”) in accordance with the United Kingdom General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable data protection legislation.

We are committed to protecting and respecting your privacy. Please read this Policy carefully to understand how we collect, use, and store your personal data.

2. Data Controller

Total Look, Monmouth, is the Data Controller for the purposes of the UK GDPR and is responsible for your personal data.

3. Personal Data We May Collect

We may collect and process the following categories of personal data:

- Identity and Contact Data: Your full name, telephone number, email address, and postal address.
- Appointment and Service Data: Details of appointments, services received, stylist or treatment preferences, and any relevant consultation notes.
- Health Data: Any voluntary disclosures relating to allergies, skin sensitivities, or medical conditions relevant to the services provided.
- Marketing Data: Your preferences for receiving marketing communications and your responses to promotions.
- Financial Data: Payment method details (note: we do not retain card information unless required and permitted by law).
- Technical Data (if applicable): When visiting our website, we may collect data through cookies or analytics tools, such as IP address, browser type, and interaction data.

4. Lawful Basis for Processing

We will only process your personal data where we have a lawful basis for doing so under the UK GDPR, which may include:

- Consent: Where you have explicitly provided consent (e.g., for marketing communications).

- Contractual necessity: To perform our obligations under a contract with you (e.g., booking and providing a service).
- Legal obligation: To comply with applicable laws and regulations.
- Legitimate interests: Where it is necessary for our legitimate business interests and those interests are not overridden by your fundamental rights and freedoms.

5. How We Use Your Data

We may use your personal data for the following purposes:

- To manage and fulfil your bookings and appointments.
- To tailor and personalize services to your preferences.
- To communicate with you regarding your appointments or updates.
- To send you marketing communications, where lawful and permitted.
- To maintain accurate internal records.
- To comply with our legal and regulatory obligations.

6. Data Sharing

We will not sell or lease your data to third parties. We may share your data with:

- IT and system providers who support our salon management software, booking systems, or payment processing.
- Professional advisors such as legal, accounting or insurance service providers.
- Regulatory or enforcement authorities, where required by applicable law.

All third-party service providers are required to maintain the security of your personal data and to process it lawfully.

7. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting or reporting requirements. For example, basic client records may be retained for up to 6 years to comply with HMRC regulations.

8. International Transfers

We do not routinely transfer your personal data outside the United Kingdom. If such a transfer becomes necessary, we will ensure that appropriate safeguards are in place in accordance with the UK GDPR.

9. Your Rights

Under the UK GDPR, you have the following rights:

- To request access to your personal data
- To request correction of any inaccurate or incomplete data
- To request erasure of your personal data

- To object to or restrict processing
- To request data portability in certain circumstances
- To withdraw your consent at any time (where processing is based on consent)
- To lodge a complaint with the Information Commissioner's Office (ICO): www.ico.org.uk

To exercise any of your rights, please contact us at admin@totallookmonmouth.co.uk

10. Data Security

We have implemented appropriate technical and organisational measures to secure your personal data against accidental loss, unauthorised access, alteration or disclosure. These include secure password protection, staff training, and restricted access controls.

11. Cookies and Website Use

If you visit our website, cookies may be used to enhance functionality and user experience. You will be given the option to accept or reject cookies when visiting our site.

12. Changes to This Policy

We reserve the right to update this Privacy Policy at any time. Any material changes will be communicated via our website or directly to you where appropriate.