

## 1 INTRODUCTION

This privacy policy provides you with details of how I collect and process your personal data through your use of my site

By providing Amerz Beauty Basics with your data, you warrant to me that you are over 18 years of age.

Amerz Beauty Basics is the data controller and I am responsible for your personal data (referred to as "I", in this privacy notice).

## 2 PERSONAL DATA

This means any information capable of identifying an individual. It does not include anonymised data.

I may process the following categories of personal data about you:

- **Communication Data** that includes any communication that you send to me whether that be through the contact form on my website, through email, text, social media messaging, social media posting or any other communication that you send me. I process this data for the purposes of communicating with you, for record keeping and for the establishment, pursuance or defence of legal claims. My lawful ground for this processing is my legitimate interests, which in this case are to reply to communications sent to me, to keep records and to establish, pursue or defend legal claims.

- **Customer Data** that includes data relating to any purchases of services such as your name, title, billing address, booking day addresses, email address, phone number, contact details. I process this data to supply the services you have purchased and to keep records of such transactions. My lawful ground for this processing is the performance of a contract between you and I, taking steps at your request to enter into such a contract.

- **User Data** that includes data about how you use my website and any online services together with any data that you post for publication on my website or through other online services. I process this data to operate my website and ensure relevant content is provided to you, to ensure the security of my website, to maintain back-ups of my website and/or databases and to enable publication and administration of my website, other online services and business. My lawful ground for this processing is my legitimate interests which in this case is to enable me to properly administer my website and my business.

- **Technical Data** that includes data about your use of my website and online services such as your IP address, your login data, details about your browser, length of visit to pages on my website, page views and navigation paths, details about the number of times you use my website, time zone settings and other technology on the devices you use to access my website. The source of this data is from my analytics tracking system. I process this data to analyse your use of my website and other online services, to administer and protect my business and website, to deliver relevant website content and advertisements to you and to understand the effectiveness of our advertising. My lawful ground for this processing is my legitimate interests which in this case is to enable us to properly administer my website and my business and to grow my business and to decide my marketing strategy.

- **Marketing Data** I currently do not use your data to send marketing material such as newsletters, prize draws, promotional offers etc. and do not share your data with third parties for marketing purposes.

- I may use **Customer Data, User Data** and **Technical Data** to deliver relevant website content and advertisements to you (including Facebook adverts or other display advertisements) and to measure or understand the effectiveness of the advertising I serve you. My lawful ground for this processing is legitimate interests which is to grow my business.

- **Sensitive Data**

Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sexual orientation, political opinions, information about your health and genetic and biometric data. We do not collect any information about criminal convictions and offences.

Where I am required to collect personal data by law, or under the terms of the contract between us and you do not provide us with that data when requested, I may not be able to perform the contract (for example, to deliver services to you). If you don't provide me with the requested data, I may have to cancel a service you have booked but if I do, I will notify you at the time.

I will only use your personal data for a purpose it was collected for. For more information on this please email me at [amerzbeautybasics@gmail.com](mailto:amerzbeautybasics@gmail.com). In case I need to use your details for an unrelated new purpose I will let you know and explain the legal grounds for processing.

I may process your personal data without your knowledge or consent where this is required or permitted by law.

I do not carry out automated decision making or any type of automated profiling.

### **3 DATA COLLECTION**

I may collect data about you by you providing the data directly to us (for example by filling in forms on my site or by sending us emails). I may automatically collect certain data from you as you use my website by using cookies and similar technologies.

I may receive data from third parties such as analytics providers such as Google based outside the EU, advertising networks such as Facebook based outside the EU, such as search information providers such as Google based outside the EU, providers of technical, payment and delivery services.

### **4 MARKETING COMMUNICATIONS**

My lawful ground of processing your personal data to send you marketing communications is either your consent or my legitimate interests (namely to grow my business).

Under the Privacy and Electronic Communications Regulations, I may send you marketing communications from Amerz Beauty Basics if (i) you made a purchase or asked for information from me about my services or (ii) you agreed to receive marketing communications and in each case you have not opted out of receiving such communications since. Under these regulations, if you are a

limited company, I may send you marketing emails without your consent. However, you can still opt out of receiving marketing emails from me at any time.

I will not share personal data with any third party for their own marketing purposes.

## **5 DISCLOSURES OF YOUR PERSONAL DATA**

I may have to share your personal data with the parties set out below:

- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors and insurers
- Government bodies that require me to report processing activities. I require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. I only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

## **6 INTERNATIONAL TRANSFER**

I do not transfer your personal data outside the European Economic Area.

## **7 DATA SECURITY**

I have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation.

## **8 DATA RETENTION**

I will only retain your personal data for as long as necessary to fulfil the purposes I collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. When deciding what the correct time is to keep the data for I look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

For tax purposes the law requires me to keep basic information about my customers (including Contact, Identity, Financial and Transaction Data) for six years after they stop being customers.

In some circumstances I may anonymise your personal data for research or statistical purposes in which case I may use this information indefinitely without further notice to you.

## **9 YOUR LEGAL RIGHTS**

Under data protection laws you have rights in relation to your personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and (where the lawful ground of processing is consent) to withdraw consent.

If you wish to exercise any of the rights set out above, please email me at [amerzbeautybasics@gmail.com](mailto:amerzbeautybasics@gmail.com). You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, I may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive or refuse to comply with your request in these circumstances.

I may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. I may also contact you to ask you for further information in relation to your request to speed up my response.

I try to respond to all legitimate requests within one month. Occasionally it may take me longer than a month if your request is particularly complex or you have made a number of requests. In this case, I will notify you.

### **10 THIRD-PARTY LINKS**

This website may include links to third-party websites, applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy policies. When you leave our website, we encourage you to read the privacy policy of every website you visit.

### **11 PAYMENT METHODS**

At the point of payment (for all bookings requiring a deposit) you are transferred to a secure page on the website PayPal. No payment details are kept on my website or servers. All payment data is fully secure and safe and processed through PayPal who is fully PCI compliant.

### **12 COOKIES**

This website uses cookies to collect information. This includes information about pages viewed, products purchased and the customer journey around this website. This information is used to track visitor use of this website to compile statistical reports on website activity. For further information you can visit [www.allaboutcookies.org](http://www.allaboutcookies.org) or [www.whatarecookies.com](http://www.whatarecookies.com)

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.