

GDPR - HOW WE USE YOUR INFORMATION

At The Beauty Rooms we take your personal data very seriously and that's why we want to let you know why and how we collect and store your personal details in accordance with the new GDPR legislation that comes into effect on 25th May 2018.

How we collect your data

We collect your data in several ways at The Beauty Rooms, as detailed below.

1. In the salon using a printed Client consultation form, further details of all information collected can be found below under the heading '**What personal data we collect and why**'. We then store your name, address, date of birth, email address, treatment history and any medical alerts in a locked filing cabinet.
2. Contact Form - This is a contact form on our website for you to contact us with enquiries. We ask for your name, email address and to leave a comment, you will NOT be added to our mailing list for using this.
3. Social media - You may contact us via Facebook messenger or other networks and we will reply to you message but we DO NOT PAY TO OR USE YOUR PERSONAL DATA FROM SOCIAL MEDIA.

What personal data we collect and why

When arriving for your certain appointment at the salon we will ask you to complete a client record card.. We require the below personal details from you and have given a legal reason why we need these.

1. Your full name - So we can address you in the salon and ensure all communication is with the correct person.
2. Date of birth - So we can wish you a happy birthday, to help us distinguish 2 clients with identical names and also for the emergency services in case of an emergency whilst at the salon
3. Address - To aid the emergency services in case of an emergency whilst at the salon. If any of your loved ones contact us to send you a gift voucher.
4. Mobile phone number - To send upcoming event information and 24 hour reminders
5. Medical history including operations, diseases, disorders - Medical history is crucial to allow us to perform our treatments safely and adhere to the terms of our insurance.
6. Allergies - To ensure nothing we use during a treatment or around you at the salon can cause you harm, irritation or any other complications and to adhere to the terms of our insurance..
7. Medication - Some medication can be a contraindication to treatment or react with products we use. It is essential we know details to protect you the client and adhere to our insurance terms.
8. Patch test - This is a skin test we carry out in the salon to test for potential allergic reactions to certain treatments. .
9. Treatment history - This is so each therapist can see what and how the last therapist carried out a treatment on you to ensure results are consistent amongst all staff.
10. Your Consent - We require you to read and sign a paragraph that allows us to obtain this information lawfully from you and legally store it in accordance with GDPR.
11. Your Contact preferences - If you wish to be on a our mailing list you must opt in otherwise we can not legally send you our newsletters and special offers.
12. Your consent to use treatments/event photos - Some of our treatments may involve before and after photos. You may attend an event that we would to share on social media.
13. Your signature - To prove it was you that was present in the salon and that you answered all of the above to the best of your knowledge and honestly. That you agree to The

Beauty Rooms holding your data on our salon mobile phone email and on paper form in our secure locked filing cabinets.

How your data is stored

Your data is in digital and paper form at The Beauty Rooms. Paper copies of consultation forms are stored alphabetically in a locked filing cabinet that only staff of The Beauty Rooms have access to. Digital information is stored on our salon apple iphone and email system on our acer laptop which are both password protected. Neither of which contain client personal data.

How long we hold your personal data for

We are currently updating our records May 2018 and will only hold personal data from June 2016 onwards. We will hold your data for up to 2 years unless you ask us otherwise as we appreciate some clients visit us weekly whereas some may come yearly. In order to continue to provide the client with the best service possible we need these records to see exactly what treatments were performed, reactions, likes, dislikes, patch tests, products used etc.

Third parties

With a client base in excess of 300 we do need a little help and do use a third party to deliver our emails We use **Mail chimp** to do this. Nicola Hill Stacey Davis and myself (Adele Mitchell) send all client communication. We DO NOT sell or share your personal data with anyone. No other third party including our accountant has any client personal data.

Your right to access or changed your mind?

Your data control officer for The Beauty Rooms is Adele Mitchell. In the event of a breach of personal data you will be contacted by the above mentioned person within 72 hours of discovery.

You have the **right to be forgotten**. If at anytime you no longer wish to be on The Beauty Rooms database that's no problem, simply send an email to Adele at relax@thebeautyroomsnewent.co.uk and I will personally remove your digital file and then cross shred your paper file and ensure if you opted onto our mailing list that this is also removed.

You have the **right to access** your personal data that The Beauty Rooms holds and the **right to rectification** if it is incomplete, incorrect or out of date.

You also have the **right to Data portability** if you wish us to transfer some personal data maybe if you are moving towns to another salon.

You also have the **right to object to processing and direct marketing**. Your data can remain in one place but not used.