

## **Privacy Statement**

Finishing Touches respects your privacy and is committed to protecting the personal information that you share with us while browsing our website.

The following policy may change so please check back here from time to time to be kept up to date.

### **Collection and Use of Personal Data**

We only ask for your personal information if you wish to join our mailing list and/or access the services offered on our website, you will be asked to provide your email address and personal data that allows us to identify you and us to complete required checks throughout our engagement processes.

### **What do we use your information for?**

We sometimes operate a marketing mailing list on our website. In order to access this you must opt-in. The contact data we hold is through correspondence emails between ourselves and you, the customer. This data will only be used to send and receive communications and will not be used for marketing purposes or passed to any third-party companies. By registering with us you consent to providing us with your personal information and our use of that data.

We use your personal data for:

- Internal record keeping
- To personalise your experience (your information helps us to better respond to your individual needs)
- To improve customer service (your information helps us to more effectively respond to your customer service requests and support needs)
- To send emails (the email address you provide, may be used to send you information, respond to enquiries, and/or other requests or questions).

You can restrict or remove your personal information at any time by contacting our Data Protection Officer Marie King at [marie@finishingtouchesbeauty.co.uk](mailto:marie@finishingtouchesbeauty.co.uk).

### **Do we disclose any information to outside parties?**

We do not sell, trade, or otherwise transfer your personally identifiable information to outside parties. This does not include where we are required by law to do so or our trusted third parties who assist us in operating our website, conducting our business, or servicing you.

### **Data retention**

We will retain your personal data only for as long as is necessary. Different laws require us to keep different data for different periods of time. Your personal data shall be kept for no longer than is necessary for the purposes for which it is being processed.

### **Cookies**

Cookies allow our website to recognise your device so we can enhance your experience of using our website. Cookies do this by allowing you to navigate through the pages efficiently and remembering your preferences, amongst other uses. Our cookies enable us to understand who has seen which pages and to determine the most popular areas of our website and enable us to enhance your visitor experience.

You can manage cookies via cookie preferences in most browsers, for our website and others. You need to remember that any changes you do make via this option is applicable to all websites you browse and could affect your user experience.

## **DPA & GDPR**

We and this website complies to the DPA (Data Protection Act 1998) and complies to the GDPR (General Data Protection Regulation) which came into effect from May 2018. If necessary, this policy will be updated after the completion of the UK's exit from the European Union.

## **Adverts and Links**

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, to whom may have detailed privacy policies relating directly to the adverts they serve. Clicking on any such adverts will send you to the advertisers' website through a referral program which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your computer's hard drive. Users should therefore note they click on sponsored external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

## **Downloads**

Any downloadable documents, files or media made available on this website are provided to users at their own risk. While all precautions have been undertaken to ensure only genuine downloads are available users are advised to verify their authenticity using third party anti-virus software or similar applications.

We accept no responsibility for third party downloads and downloads provided by external third-party websites and advise users to verify their authenticity using third party anti-virus software or similar applications.

## **Social Media Policy**

We adopt a Social Media Policy to ensure our business and our staff conduct themselves accordingly online. While we may have official profiles on social media platforms users are advised to verify authenticity of such profiles before engaging with or sharing information with such profiles. We will never ask for user passwords or personal details on social media platforms. Users are advised to conduct themselves appropriately when engaging with us on social media.

There may be instances where our website features social sharing buttons, which help share web content directly from web pages to the respective social media platforms. You use social sharing buttons at your own discretion and accept that doing so may publish content to your social media profile feed or page.